

Tektronix Appoints Imex Systems as Performance Product Distributor for the United Kingdom

New Agreement Allows Imex Systems to Sell Tektronix Performance Products to Customers Across the United Kingdom and Ireland

BRACKNELL, UK – March 17, 2011 – Tektronix, a leading manufacturer of oscilloscopes, today announced that it has appointed Imex Systems Ltd to provide pre- and post-sales support (across the UK) for its performance product portfolio, including high performance oscilloscopes, signal generators, spectrum analyzers, logic analyzers, and bit error rate testers. The move comes as part of Tektronix' strategy to increase sales support across the UK.

Under the new agreement, Imex will work with Tektronix account managers and application engineers to configure test solutions and consult on a wide range of application test requirements with customers throughout the UK. For Tektronix bench and mid-range products (including frequency counters and timers, DC power supplies, digital multimeters and oscilloscopes up to the MSO/DPO5000 Series), Tektronix will continue to work with its existing resellers; full details can be found on the Tektronix partner locator website.

“Imex has been a Tektronix partner for 20 years, supplying our performance products to customers in Ireland,” said Patrice Jaunasse, Sales Director, Tektronix. “This new agreement will allow Tektronix to significantly expand our capacity to provide technical support to customers across the UK, who will now be able to benefit from the knowledge and experience that Imex has acquired over many years of successful partnership.”

In addition to three offices in Ireland and Scotland, Imex has now opened a new office in Oxford to support customers in England and Wales. James Niblock will manage the new office with support from Tektronix and Imex application engineers.

About Imex

IMEX was formed in 1970 to address an emerging requirement for Electronic Test & Measurement Solutions in Ireland and Scotland. Emphasis has always been placed on providing a high degree of technical knowledge and support to our customers to help them solve their measurement problems.

Consequently Imex has built up a large and loyal customer base within the higher education, government and a wide spectrum of indigenous and multi-national customers. For more information visit www.imex.co.uk.

About Tektronix

For more than sixty years, engineers have turned to Tektronix for test, measurement and monitoring solutions to solve design challenges, improve productivity and dramatically reduce time to market. Tektronix is a leading supplier of test instrumentation for engineers focused on electronic design, manufacturing, and advanced technology development. Headquartered in Beaverton, Oregon, Tektronix serves customers worldwide and offers award-winning service and support. Stay on the leading edge at www.tektronix.com.