

Tektronix Expands Distribution Channel in France

New Agreement with Distrame Now Encompasses Full Tektronix Product Portfolio, Giving Customers Broader Technical Support Network and More Purchasing Options

PARIS, France – January 24, 2011 – Tektronix, a world leading manufacturer of oscilloscopes, today announced a new agreement with Distrame that will enable them to offer French customers the full portfolio of Tektronix products, including high performance oscilloscopes, signal generators, spectrum analyzers, logic analyzers, and bit error rate testers. The move will allow this distributor to add to the range of products on offer to their customers, which currently includes bench oscilloscopes, function generators, digital multimeters, DC power supplies, counter/timers, probes and accessories.

Applications that were previously considered high performance, such as Ethernet, USB2.0 and DDR memory, have become mainstream. This means that the need for high-performance test instrumentation has moved from specialized test centre to many more cities around the country. The expanded partnerships will provide the resources needed to ensure that Tektronix can continue to provide its customers with the support and advice they need when choosing a test solution for their application.

In announcing plans to increase channel partner support, Amir Aghdaei, Tektronix President, said: “Our customers have asked us to provide a range of selection, purchase and support options, tailored to their business needs. With the recent launch of our Customer Care Center, our own sales force, and now our extended distribution network, we are giving customers more choice and better support than ever before.”

“Our channel partners have demonstrated their ability to provide customers with timely support and purchase options, and we are confident that their capabilities will only get stronger under the expanded agreements,” Aghdaei added.

Increased Coverage for the Whole of France

Under the new agreement, Distrame will work jointly with Tektronix account managers and application engineers to configure test solutions and consult on a wider range of application test requirements with customers throughout France. Tektronix will also continue to sell instruments directly through its own sales network, offering customers multiple purchase and support paths.

The new partnership agreement with Distrame is effective immediately.

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About Distrame

Distrame, a French national distributor with locations in Paris, Marseille and Troyes, was founded in 1979 under the name of Française d’Instrumentation by Michel Vignal, Managing Director. Distrame is the most profitable Fluke partner in France and one of the top distributors in Europe of industrial measurement instruments. Steady growth over the years has allowed Distrame to make investments for the future. Through the simultaneous sales partnership with Tektronix and Fluke, the number of employees has now risen to 80.

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.

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