

## **Tektronix Adds Newark to Extended U.S. Distribution Channel**

### **New Agreement Provides Access to Full Tektronix Product Portfolio, Providing Customers with a Broader Technical Support Network and More Purchasing Options**

BEAVERTON , Ore. , Dec. 21, 2010 – Tektronix, Inc., a world's leading manufacturer of oscilloscopes, today announced an expanded agreement with Newark, a leading multi-channel electronics distributor in the Americas . This follows distribution agreements announced in November with Allied Electronics, Entest, and Test Equity. U.S. customers now have the choice of working with four leading electronic component and test instrumentation distributors who offer the full line of Tektronix test instrumentation.

Newark now joins these distribution partners which together will provide an additional 500+ sales engineers, who will now be authorized to offer Tektronix higher performance oscilloscopes, signal generators, spectrum analyzers, logic analyzers, and bit error rate testers. This is in addition to what the distributors currently offer from Tektronix, which includes oscilloscopes, function generators, digital multimeters, DC power supplies, counter/timers, probes and accessories.

“To ensure we are giving our customers the support and advice they need when choosing a test solution for their application, the expanded partnerships will provide the resources needed 24 hours a day, 7 days a week from anywhere in the United States,” said Amir Aghdaei, Tektronix President. “Our 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 agreement.”

“With expanded access to the Tektronix portfolio, we can be sure of meeting the most sophisticated testing demands,” comments Jeff Uden, Vice President Product Management, Newark.

In addition to the previously announced partners, Newark will work jointly with Tektronix account managers and application engineers to configure test solutions and consult on application test requirements with customers throughout the U.S. Tektronix will continue to sell instruments directly through its own sales network and via the Tektronix Online Store, offering customers multiple purchase and support paths.

The new partnership agreement with Newark is in effect immediately.

Follow Tektronix on Twitter (@tektronix ) and Facebook .

#### 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](http://www.tektronix.com).

---

<http://news.tektronix.com/news-releases?item=123154>