

## **Tektronix Grows U.S. Distribution Channel**

### **New Agreements with Allied, Entest, and TestEquity Now Encompass Full Tektronix Product Portfolio Giving Customers Broader Technical Support Network and More Purchasing Options**

BEAVERTON, Ore., Nov. 2, 2010 – Tektronix, Inc., the world's leading manufacturer of oscilloscopes, today announced new agreements with Allied Electronics, Entest, and TestEquity, giving U.S. customers the choice of working with these leading electronic component and test instrumentation distributors who now will offer the full line of Tektronix test instrumentation. These three distribution partners 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.

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 centers to many more cities and states around the country. To ensure Tektronix is giving its 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.

“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 online Tektronix store, Customer Care Centers, our own sales force, and now our extended distribution network, we are giving customers more choice and better support than ever before,” 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.”

Allied, Entest, and TestEquity 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 agreements with Allied, Entest, and Test Equity are effective immediately.

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#### 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) .