

## **Tektronix Wins Assodel Best Supplier Award 2009**

### **Electronics Community and Expert Judges Name Tektronix as the Best Provider of Test & Measurement Instrumentation in Italy**

BEAVERTON, Ore., November 16, 2009 – Tektronix, a leading worldwide provider of test, measurement and monitoring instrumentation, today announced that it has won the Assodel Award for best supplier of Test & Measurement instrumentation in Italy. The winners are chosen by members of the electronics community and a panel of expert judges, who look for excellence in technical and logistical support, and effective communication and distribution policies.

Now in their seventh year, the Assodel Awards are handed out annually to the best suppliers and manufacturers in the electronics industry. As part of the selection process, members of the electronics community vote for their favourite suppliers, and the short-listed nominees are then assessed by a panel of qualified judges. This year the judges were looking for manufacturers who showed a high level of awareness of and dedication to effective distribution.

In a statement following the awards ceremony, the Assodel Awards jury said, “If you ask a designer to name a long-running tool which has remained in their heart, you will hear of a Tektronix oscilloscope. Since 1946, Tektronix has maintained its innovative edge, and with its wide range of products Tektronix is an ideal partner for distribution.”

Two hundred guests attended the prestigious annual Assodel Gala and award ceremony, which was held on Friday October 2, at the Villa Cordellina Lombardi in Vicenza.

“The Italian team is very proud of this achievement” said Enrico Zanoio, Sales Manager (Italy, Spain and Portugal), Tektronix. “The Assodel Award is well known within the Italian Electronics Community and the fact that it is awarded based on feedback coming directly from distributors, resellers and customers makes it even more prestigious”.

#### About Assodel

Assodel is the institutional point of reference for electronics suppliers and, more generally, Italian electronics trade as a whole. Its activities are aimed at informing and training all those people who take part in the technological development of the country by supplying electronics. You can visit the Assodel website at [www.assodel.it](http://www.assodel.it)

#### About Tektronix

Tektronix is a leading supplier of test, measurement, and monitoring products, solutions and services for the communications, computer, and semiconductor industries - as well as military/aerospace, consumer electronics, education and a broad range of other industries worldwide. With 60 years of experience, Tektronix enables its customers to design, build, deploy, and manage next-generation global communications networks, computing and advanced technologies. Headquartered in Beaverton, Oregon, Tektronix has operations in 19 countries worldwide. Tektronix' Web address is [www.tektronix.com](http://www.tektronix.com).