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FOR IMMEDIATE RELEASE

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SparkFun Electronics Products Now Sold in Micro Center Stores Across the Nation

Retail Presence Offers Additional Option for DIY Electronics Enthusiasts

BOULDER, Colo. September 6, 2011 – SparkFun Electronics (www.sparkfun.com), a provider of parts, knowledge and passion for electronics creation is proud to announce the formation of a new partnership with Micro Center that enables shoppers to purchase a wide-range of SparkFun products at all 23 Micro Center locations across the country.

This new deal marks the culmination of a SparkFun goal to have a presence on retail shelves. In lieu of teleporting products to customers, having a presence on retail shelves is the best solution to make it easier and more convenient for DIY electronics enthusiasts across the country to get their hands on the parts they need. SparkFun currently has stock in every Micro Center store in the country (and on its website). In most stores, SparkFun's products can be found in the DIY section.

“We recognize that sometimes you need a part for your project and don't want to wait for it to ship,” said SparkFun Sales Manager Devin Waage. “We wanted to have an option that allows individuals to quickly get the products they need and Micro Center is a great partner to help us achieve this.”

Micro Center was the ideal choice to sell SparkFun products because of its long-standing relationship with the DIY electronics community and its commitment to encouraging the field of embedded electronics.

“Micro Center is excited to offer SparkFun Electronics' retail product line to our customers who have long demonstrated a strong interest in building their own computers,” said Kevin Jones, Micro Center Vice President-Merchandising. “With SparkFun's focus on do-it-yourself electronics enthusiasts, their product line is an ideal fit for our customers.”

SparkFun has released three phases of retail items and is continually working to expand its list of retail offerings. Learn more at (www.sparkfun.com) and (www.microcenter.com).

About SparkFun Electronics

Founded in 2003, SparkFun shares its passion for electronics by providing parts, knowledge, and innovation for those looking to explore the world of embedded electronics. It helps anyone discover their inner inventor and enables individuals to create their own electronics projects. SparkFun currently offers more than 1,800 products, ranging from simple components, like capacitors and resistors to GPS units and Bluetooth modules. The company employs 120 people and is based in Boulder, Colorado.

About Micro Center

Micro Center (a subsidiary of Micro Electronics, Inc. headquartered in suburban Columbus, Ohio) is a technology retailer focused on knowledgeable computer users. Through its 23 large-market locations

nationwide, its eCommerce website www.microcenter.com and industry-leading selection of premier brands, Micro Center reaches huge numbers of active, tech-savvy and upscale customers.

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