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FOR IMMEDIATE RELEASE

**ECIA Welcomes New Members**

Atlanta – ECIA is pleased to announce that four new members have recently joined the association.

From the component manufacturers sector, ECIA welcomes [CUI Devices](#) and [Minmax Technology](#). From the independent manufacture rep community, [Mid Star Inc.](#) and [O'Donnell Associates Southwest](#) have joined.

“ECIA continues to add members from across the electronic components supply chain, as companies recognize the value of having a forum in which to connect with peers, to influence and optimize their organizations and the authorized channel,” commented Debbie Conyers, ECIA Vice President of Member Engagement. “We are proud to add these fine companies to our membership roster and look forward to helping them take advantage of all the Association resources.”

Whether a manufacturer, distributor or manufacturer's representative, all companies face similar challenges in business. ECIA serves as the platform to influence policies that directly impact the efficiency of the supply chain and the future of electronics. To learn more about membership visit [www.ecianow.org/why-join](http://www.ecianow.org/why-join).

**About ECIA**

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit [www.ecianow.org](http://www.ecianow.org) or call 678-393-9990.