



Contact: Bill Henderson

Phone- 201-828-9808

Fax- 201-828-5955

william.henderson@arcoinc.com

For Immediate Release

ARCO ANNOUNCEMENT: June 27, 2011

ARCO Adds Etron Technology to its Memory Product Line-up

ARCO, INC. the Global Memory Solution distributor and Supply Chain Service Company based in Mahwah, NJ has announced a franchise distributor agreement with Etron Technology Inc. for the North and South America territory. Etron's memory product portfolio includes SDRAM, Wide Band DDR1, DDR2, Low Power DDR DRAM & SDRAM, Mobile DDR DRAM & SDRAM and Very Low Power PSRAM.

ARCO's strategic focus includes Volatile & Non-Volatile memory, Commercial & Industrial ICs, Discrete Power Semiconductors and Passive Components. Through a network of strategic locations in the USA, Germany, Hong Kong, and China, we offer our customers access to a global network of leading suppliers with legacy and state of the art technology solutions. ARCO, INC. invites you to visit our website at www.arcoinc.com

"The addition of Etron technology reinforces ARCO's commitment to bring a comprehensive portfolio of legacy and state of the art memory product solutions to our worldwide customer base. Etron's product line includes DDR2, DDR DRAM, SDR DRAM, Low Power SDRAM, and system chips enhancing ARCO's commitment to provide long term product support for Computing, Industrial Consumer, Communication and Automotive applications." said Rick Kapoor, ARCO president and co-founder.

Etron Technology, Inc. is a world-class fabless IC design and product company specializing in buffer memory and system-on-chips. The company offers Consumer Electronic DRAM including DDR1 DRAM, DDR2 DRAM, SDR DRAM, and Low-Power SDRAM. Its products are widely used in network communications, optical disc drives, hard disk drives, digital TV and panels, digital set-top boxes, video graphics cards, portable devices and automotive applications. The company headquarters is in Hsinchu Science Park, Hsinchu, Taiwan with sales offices in Europe, the USA and Asia.

ARCO, INC. is an ISO9001:2008 certified Global Supply Chain Service Company and Stocking Franchised Distributor of Memory, Discrete & IC Semiconductors electronic components. Our headquarters are in New Jersey with locations in Germany, Hong Kong, and China, offering a global footprint to service your procurement needs and logistics-warehousing operations.

For more information please contact:

Bill Henderson

ARCO, INC.

300 State Route 17 Unit K

Mahwah, New Jersey 07430 USA

Tel: 1-201-828-9808 Fax: 1-201-828-5955

william.henderson@arcoinc.com or visit our website at www.arcoinc.com