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**NIC COMPONENTS CORP.**

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## COMPANY PRESS NOTICE

### **EBN's Daily News Digest**

## **NIC adds two major nationals to its channel**

By EBN staff

Electronic Buyers' News

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**NIC Components, Melville, N.Y., has beefed up its distribution network with the addition of two national players.**

**Under the new agreements, Arrow Electronics Inc. and Kent Electronics Corp. will carry the full NIC product line in the United States. NIC is a manufacturer of surface-mount and leaded capacitors, resistors, thermistors, varistors, inductors, and diodes.**

**“We are in the process of reviewing all our distribution partners,” said Nancy LaMendola, vice president of distribution at NIC. “Arrow adds to our complement of broad-line distributors, and Kent Electronics' purchase of Advacom made its addition to the NIC family an easy fit,” Lamendola said.**

**“Distribution is growing at a 24% run rate for NIC and we want to keep the momentum going,” said Laurie Davis, distributor sales and marketing manager. “With allocation and shortage issues all around, it's important for us to focus on those distributors that will service our customers best,” she added.**

**Arrow, a global broad-line, is based in Melville. Kent, a specialist in interconnect, passive, and electromechanical products, is based in Houston.**

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