

Bourns Asia Pacific Inc. Receives the 2010 Passive Component Leading Supplier of Circuit Protection Award

Shanghai, China, November 3, 2010 –BOURNS ASIA PACIFIC INC the world's leading manufacturer of electronic components, was named the recipient of the “2010 passive component leading supplier of circuit protection award” from the China Electronic Fair (CEF) organization committee, and made an official announcement in CEF Shanghai on Wednesday, Nov 3. This award honors the people, products, and technologies that have shaped the passive component industry over the past year.

The evaluation was started on July 1, 2010 by Cntronic.com. They received 1720 responses to their questionnaire. The interviewee list included purchasing engineers, research and development engineers and decision makers. To select the outstanding supplier, all interviewees completed the questionnaire based on their experiences with the accepted supplier list. To highlight the impartiality and the specialization, the organizer invited Tier 1 Purchasing Managers to act as judges; Huawei and Flextronics were two of the participant companies. Candidate list verification and questionnaire results were judged by them.

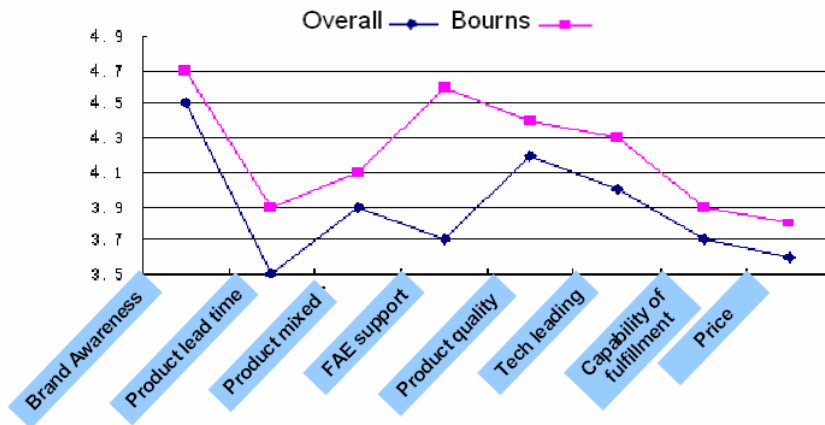


Photo on the left shows award logo of 2010 passive component leading supplier of circuit protection award



Photo on the right shows Bourns® TBU® Product Circuit Protection Component

Bourns, Inc. established in 1947 that distinguishes itself from the competitions with superior product quality, continuous innovation, excellent customer services, and nonstop efficiency improvement. Bourns provide the most comprehensive line of circuit protection technology and solutions for a wide variety of industries including automotive, industrial, instrumentation, medical electronics, consumer equipment, computers and peripherals, telecommunication and portable electronics.



Bourns, holds the spirit of the “leading innovation and the efficient execution” to serve the customers. The company’s global reputation for extensive application knowledge, quality products, innovative protection strategies and a wide range of technologies ensures that Bourns can provide the right circuit protection solution.

In the future, Bourns will keep continues develop key technologies, and provide excellent product solutions with full service to exceed customer demand.

The China Electronic Fair organization has released the award winners on:

<http://www.cntronics.com/public/pscem>

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About CEF

China Electronics Fair (CEF) is the largest and most comprehensive exhibition of electronics and information industry in China. With its debut in 1964, CEF has grown up with China’s fast-growing economy and witnessed the transition and development of China’s electronics and information industry from planned economy to market economy. CEF is composed of spring, summer and fall edition held in Shenzhen, Chengdu and Shanghai respectively with a total exhibition area of 150,000 square meters each year.

About Bourns

Bourns, Inc. is a leading manufacturer and supplier of automotive sensors, circuit protection solutions, magnetic products, microelectronic modules, precision potentiometers, panel controls and encoders and resistive products. Headquartered in Riverside, CA, Bourns serves a broad range of markets, including telecommunications, computer, industrial,

Instrumentation, automotive, consumer, non-critical life support medical, audio and various other market segments. Bourns® products are manufactured according to ISO-9000 standards under Six Sigma quality programs. Additional company and product information is available at the company's website at <http://www.bourns.com>.

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