

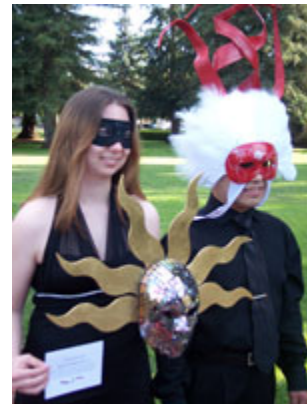
EM UNMASKS ITS SUPPORT OF XILINX



Although it was already a key sponsor of the Gala, Avnet Electronics Marketing rose to the occasion when Xilinx asked for a mask providing an artistic representation of Avnet to display at its Unmask the Mysteries Gala, which raised funds for the AIDS Coalition of Silicon Valley.

Working with Spark Design from a production standpoint, Avnet created a mask featuring a map of the world on the face, illustrating Avnet's global presence. The AV bug provided an easily recognizable connection to the Avnet brand. Yet the mask also alluded to the company's Arizona roots with a Native American-style headdress. Woven spirals reminiscent of AIDS ribbons and a crystal teardrop by the left eye representing those lost to the disease tied the mask back to the cause. Lastly, infusing it with a sense of hope for a cure, the mask included a quote from Euripides saying, "There is in the worst of fortune the best of chances for a happy change."

"Avnet was the first of our new sponsors to send a mask – although we have been business partners for years, partnering from a community point of view strengthened our relationship in a new way, and having Harley Feldberg present the Avnet mask at the event demonstrated the depth of Avnet's support," says Eddie Gutierrez, director of Xilinx AIDS fundraising. "The mask was one of the best crafted we received – it is lovely, unique and an excellent addition to our collection."



As part of the Xilinx collection, the Avnet mask will be displayed at future events among those sent by other companies, publications, actors and television shows.