



NEWS RELEASE

FOR IMMEDIATE RELEASE:

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VITA Announces ConnectorSupplier.com as Media Partner

SCOTTSDALE, AZ, June 4, 2007 — VITA, the trade association dedicated to fostering ANSI accredited, open system architectures in a variety of critical embedded system applications, today announced that ConnectorSupplier.com has become a VITA Media Partner (VMP), focusing on the technologies, products, and trends directly associated with VITA's goals and objectives.

VITA's Media Partners program provides detailed and timely reporting on the latest VITA technologies, markets, members, products, services, and open standards. VITA's Media Partners are the communications and market analysis arm of VITA, communicating technology and business changes to the marketplace, thus keeping manufacturers and users keenly informed of the aspects of these changes. VITA's Media Partners equally cover products and technologies of large established companies and smaller innovative companies.

“ConnectorSupplier.com will be an excellent venue in which to support and distribute the latest news of VITA and its members,” said Alice Tanghe, editor of ConnectorSupplier.com. “We see VITA as an important link to the interconnect industry and look forward to working with them.”

“A VMP must express a sincere interest in VITA's technologies, its target markets, its members, their products, and truly open standards,” said Ray Alderman, executive director of VITA.

“ConnectorSupplier.com brings an important dimension to the coverage of VITA technologies,” he added.

VITA's Media Partners share a common goal with VITA. The goal is to find better and more effective ways to use print and web together. The web/email contacts are the real-time aspect of a publication's mission. The publication itself is a detailed accounting, commentary, and opinion mechanism. It explains the news, interprets the news, and analyzes the news so the readers have a better understanding of the transitions and changes in the technologies, the markets, as well as the business environment. VITA Media Partners have also acknowledged the Journalist Code of Ethics.

About VITA

VITA is an incorporated, non-profit organization of suppliers and users having a common market interest in critical embedded systems. Founded in 1984, VITA believes in and champions open system architectures as opposed to proprietary system architectures. VITA's activities are international in scope. The functions performed by VITA are technical, promotional, and user-related, and are aimed at increasing the total market size, providing vendors with additional market exposure, and providing users with timely technical information. VITA has ANSI and IEC accreditation for the development of standards (VME, VXS, VPX, XMC and others) for critical embedded computers, including critical applications and harsh environments, to enable VITA to be the steward of VME technology. For more information, visit www.vita.com

About ConnectorSupplier.com

ConnectorSupplier.com is a bi-monthly electronic publication and website designed to increase the reader's awareness of changes, trends, and improvements in the interconnect industry and associated technologies. ConnectorSupplier.com is a division of Bishop & Associates, Inc., a market research firm specializing in the performance and forecast of the world electronic connector industry. Incorporated in 1985, Bishop & Associates, Inc. publishes The Bishop Report, a monthly newsletter that monitors and reports on the world connector industry. The firm has two additional websites designed to assist connector industry personnel in staying abreast of current trends: www.connectorindustry.com and www.connectorstats.com.

For more information, visit www.connectorsupplier.com.

Source: VITA