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Electronics Parts Broker Achieves Success Employing ACB

Electronics parts broker Hemi Components has partnered with Associated Component Brokers (ACB) (www.associatedcomponentbrokers.com) and as a direct result, has achieved a level of success they had not thought possible operating independently. Taking advantage of ACB's unique concept in outsourcing, Hemi has quadrupled rates of revenues and quintupled profitability in the short three months, to date, as an associate.

XX, July, 2011 – Mineola, N. Y. – Electronics parts broker Hemi Components has partnered with Associated Component Brokers (ACB) and as a direct result, has achieved a level of success not thought possible operating independently. Taking advantage of ACB's unique concept in outsourcing, Hemi has quadrupled rates of revenues and quintupled profits in the short three months, to date, as an associate. Hemi handled the sales and some of the purchasing of electronic components for their existing customers and outsourced the balance of their business operations, such as quality assurance, shipping, billing and collections, to ACB. ACB provided the finances, incorporation, logo, website, access to the broker networks, etc. in support of Hemi's business and then outsourced the back end operations to Iconix's (www.iconix-inc.com) ISO registered facility.

According to David Herter, President of Hemi Components, “ ... ACB has freed my mind from the concerns of operations and finances and has given me the time to do some of the prospecting and customer development that I always wanted to do.” Those are the key advantages that ACB offers experienced component brokers. Whether they are struggling by running one or two

person distributorships, or are employed by a larger component broker and are dissatisfied with their income, management, or potential for advancement, these broker/salespeople can enlist ACB to establish them in their own businesses. “We enable people to achieve their dreams” stated Stan Schiller, General Manager of ACB. “Sales professionals, whether in electronic components or elsewhere, reach a point where they want and need to take the next big step in their careers. They, typically, have plateaued in income and job satisfaction and no matter how much more effort they exert, can’t seem to make progress.” continued Schiller. “They need to work smarter ... not harder and ACB is the vehicle for them to break out of the mold, so to speak, as was the case with Hemi Components.”

Hemi Components was to be the culmination of David Herter’s career and was his hope for the future. After learning the trade and progressing through the ranks at various independent distributorships David had developed a following ... a cadre of dependable customers and reliable vendors. As many other entrepreneurs, he enlisted a financial partner and formed Hemi Components to take advantage of his existing relationships. It didn’t take long for David to realize that there was an 800 pound gorilla in the room that needed to be serviced. Beyond the fun part of his day-to-day routine, that of chatting with his friends in pursuit of closing business, there was now the drudgery of shipping, billing and other things like (ugh) collections. Most of these activities couldn’t be completed during the business day - *that* valuable time was needed to book business – so after-hours sweat was added to the daily grind. The silent partner was of no help ... he had other fish to fry.

When the market turned down and competition got really fierce, there were not enough hours in the day/week/month to allow Hemi to succeed. Collections and credit checks were consuming more and more of his available time. So David, toting his emotional attachment to Hemi Components its customers and vendors, sought a better way ... and found ACB. After signing a joint venture agreement which protected David as well as Hemi’s ownership of their customer base, ACB assumed all the operations and financial tasks that sales professionals such as David, disdain. ACB also vigorously maintains an Approved Vendor List (AVL) which assisted in the sourcing of components. They also provided ISO9001:2008 registered, state-of-the-art inspection and decapsulation capabilities. Hemi’s customers loved the secure new look and ACB’s

professional handling of operations and proved it - with more and better orders. With increased time to pursue sales, David was able to find some new, previously unavailable customers. The additional financial backing provided by ACB enabled the servicing of larger orders. It also provided the basis to accommodate other customer needs such as stocking, scheduling of orders and offering of more competitive payment terms than was previously available. David was spending his time doing what he loved ... speaking to his good friends who just happened to be his customers and vendors and selling the hell out of his new found capabilities. The bottom line - sharply increased revenues and profits - followed and the future is bright. When the market turns – and it most certainly will ... it always has – the sky will be the limit. The foundation has been laid to grow Hemi Components to the size David envisioned. One where he can hire some more people and spend more of his precious time, at leisure,



To date, Iconix has signed several other brokers which are also producing great results. Suzie Q in Montreal, Azza Associates in Boston and Briny IC in Florida, among others, have partnered with ACB and are experiencing positive business outcomes. According to Schiller, the basic qualifications needed for success are:

- An established following of customers
- Possibly some trusted suppliers
- A burning desire to succeed and make tons of money
- A solid work ethic
- The ability to work alone
- An entrepreneurial spirit that begs to be satiated

Candidates with these qualifications that wish to hear more should contact Iconix (www.iconix-inc.com) or ACB (www.associatedcomponentbrokers.com) via telephone, fax or email.

ABOUT ACB

ACB originated from a desire by Iconix to expand its thriving independent distributorship. They possessed state-of-the art logistics, certifications and quality assurance capability but were limited in growth by their numbers of sales and purchasing people. Iconix had good people ... but too few to achieve the growth needed to be a major player on the industry. Since the very same characteristics that enable a person to become a successful broker / independent distributor, instills them with an innate entrepreneurial spirit, ACB was formed to allow these individuals to own and manage their own businesses. To a man/woman, the top performers hated the drudgery of the details but loved the customer and vendor contacts. They were driven by the satisfaction derived from getting an order, successfully finding and delivering the parts needed and reaping the financial rewards of their efforts. They enjoyed having their customers dependent upon their ability to rescue them from line down or shortage situations by finding parts generally unavailable in the marketplace or having long lead times. These "superstars" liked the thrill of the chase, the gratification of satisfying their clients, the accomplishment of developing their customer and supplier relationships and their growing bank accounts.

So ACB was born as a vehicle to merge the talents and desires of industry superstars with Iconix's existing corporate strengths ... for the betterment of both entities. Iconix was/is willing to share in the wealth ... a necessary component of attracting the needed people ... to achieve its revenue objective.

ABOUT ICONIX

Iconix Inc., uniquely addresses the industry's contract manufacturing and electronic component procurement needs for obsolete and hard-to-get or commodity products. Iconix also provides a suite of services customized to increase each of their clients' profitability. Being certified to ISO 9001:2008 assures that Iconix's customers receive products and services of industry leading quality. Conformance to IDEA-STD-1010A imparts the ability to use its state-of-the-art inspection and in-house decapsulation equipment for the detection of used and/or counterfeit

components and their subsequent removal from the supply chain. Iconix's mission is to continually manage its business practices in compliance with their credo of Integrity, Ingenuity and Intensity.

Integrity

Iconix was formed with precepts and policies that uphold the most noble principles of business practice. Their word is their bond and their products and services are ISO assured to be of the highest quality.

Ingenuity

Using well formulated and closely monitored systems and procedures, Iconix empowers its business to satisfy its customers' needs. Their ability to offer customized products and services adds to their value in the user's supply chain. Iconix will always find a way to "get it done".

Intensity

Iconix people give 100%. They are job oriented and dedicated to the successful delivery of each order to the satisfaction of each and every customer