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## **Cyrod Technologies Inc. and Affinity Alliance LLC Sign Eastern U.S. Manufacturing Representative Agreement**

**Markham, Ontario,** Cyrod Technologies and Affinity Alliance, a New Jersey based manufacturing representative firm, today announced the signing of a representative agreement empowering Affinity Alliance to promote all Cyrod Technologies products and services within the Eastern U.S.

The relationship was created to increase customer satisfaction while strengthening product promotion in the Eastern US. "*Our strong technical capability, market knowledge, and commitment to customer service is well-suited to enhancing customer value for Cyrod Technologies products*" stated Alberto Alonso, Affinity Alliance's Vice President of Sales and Marketing.

With a focus on the embedded market, Affinity Alliance gives Cyrod Technologies an increased presence and improved market accessibility by facilitating key accounts and providing direct in-the-field support for Cyrod Technologies expanding line of embedded semiconductor and system solutions. In adding the Cyrod Technologies line of embedded MCUs, programming tools, and embedded PCI/PCI Express® products, Affinity Alliance can offer its customers a host of innovative and cost-effective embedded design and manufacturing solutions.

### **About Cyrod Technologies**

Cyrod Technologies is a fabless semiconductor and embedded systems company specializing in microcontrollers and development tools for embedded control, communications, and PCI Express connectivity. When founded in 2006, Cyrod acquired Ramtron's 8051 production MCU business (formerly Goal Semiconductor) and has since developed new products to provide a full range of both industry-standard pin compatible and feature enhanced MCU products. The embedded processor family is also augmented by innovative new tools for embedded system development and manufacturing including in system programming, PCI Express/PCI expansion, debug, and manufacturing tools.

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### **About Affinity Alliance LLC**

Founded in 2007, Affinity Alliance is headquartered in Moorestown, New Jersey. Affinity Alliance is a manufacturers representative covering the Northeast, Midatlantic and Southeast regions.

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