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FOR IMMEDIATE RELEASE

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ATS and Master Electronics Announce New Distribution Partnership

January 10, 2019 – NORWOOD, Mass. - Advanced Thermal Solutions, Inc. (ATS), a leading-edge thermal engineering and manufacturing company focused on the thermal management of electronics, and Master Electronics, a leading authorized distributor of electronic components supplying top quality products for industrial, military, medical, aerospace and consumer applications, are pleased to announce a new North American distribution partnership.

ATS thermal management products will be available through the Master Electronics distribution network, which includes nine stocking locations across North America, and its knowledgeable sales force. The addition of ATS to Master Electronics' more than 300 suppliers, provides design engineers with a reliable manufacturer of thermal management products on top of the distributor's extensive selection of electronic components.

Master Electronics President, Riad Nizam said, "ATS 'covers the board.' That message resonates with our customers and our team. We now offer innovative solutions for every part of a customer's PCB. That's a statement Master Electronics is proud to make. We welcome ATS to the Master family."

"ATS is excited to utilize Master's extensive network to reach more customers and provide them with our innovative thermal solutions," said Karen Prince, ATS Director of North American Sales and Distribution. "Our partnership with Master Electronics allows ATS to respond quickly to fill the needs of customers across North America."

From the popular Power Brick heat sink line, which is specially-designed for cooling industry-standard DC to DC power converters, to the ultra-high-performance maxiFLOW™ heat sinks with superGRIP™ attachment technology to the ultra-low-profile blueICE™ heat sinks that provide high-performance in dense systems where space and airflow are limited, ATS and Master Electronics will provide customers with a comprehensive portfolio of industry-leading cooling solutions.

With its broad array of off-the-shelf products, ATS provides innovative solutions to meet the electronics industry's toughest thermal challenges. This new distribution partnership provides customers with an additional channel to find ATS products quickly and reliably.

Master Electronics also recently announced that it has established itself as a Tariff Free Zone. To assist customers worried about the impact on prices from tariffs with China, Master is guaranteeing to absorb the cost increases, so there will be no price increases on products as a result. There will be no surcharge at checkout, all orders placed prior to the tariff will ship per the original purchase order, and any new order will not be affected by the tariff.

For more information about ATS products or thermal consulting and design services, visit <http://qats.com> or contact ATS at ats-hq@qats.com. To learn more about Master Electronics and browse the electronics components that it offers, visit <https://www.masterelectronics.com>.

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About Advanced Thermal Solutions

Advanced Thermal Solutions, Inc. (ATS) is a leading engineering and manufacturing company supplying complete thermal and mechanical packaging solutions, from analysis and testing to final production. ATS provides air and liquid cooling solutions and laboratory-quality thermal instrumentation, as well as thermal design consulting services and training. For more information about ATS, visit <https://www.qats.com> or email ats-hq@qats.com.

About Master Electronics

Headquartered in Santa Monica, CA, Master Electronics is a leading authorized distributor of electronic components dedicated to stocking breadth of part numbers. Founded in 1967, Master Electronics has been supplying top quality components for industrial, military, medical, aerospace and consumer applications. Master, franchised for over 300 suppliers, proudly adds Advanced Thermal Solutions, Inc. to our line card of world-class brands such as Bourns, ebm-papst, C&K Components, Honeywell, ITT Cannon, Omron Electronics, Panasonic, and TE Connectivity. For more information, visit www.masterelectronics.com.