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For Immediate Release

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Mouser Electronics and SimpleTech Ink Global Distribution Agreement

Mansfield, Texas, USA – February 7, 2006 – Mouser Electronics, Inc., one of the fastest growing broad-line catalog distributors in the electronics industry, today announced that it has entered into a global distribution agreement (excluding Scandinavia) with SimpleTech, Inc., a leading provider of products based on DRAM, SRAM, and flash memory technologies.

SimpleTech designs, manufactures, and markets a comprehensive line of high-density memory modules and high-performance solid state storage products that are used in high-performance computing, networking and communications, consumer electronics, and industrial applications. The company specializes in the development of high-density memory modules, memory cards, and storage products.

"We are thoroughly pleased about this partnership with Mouser," according to SimpleTech's Michael Nilsson, Vice President of OEM Sales. "Mouser is a best-in-class distributor with a proven track record of delivering improved efficiencies and ROI in servicing our targeted audience, the global engineering community working in the early stages of the design cycle. Mouser's unique customer base and expansion into other geographies, such as Asia, will significantly assist in customer growth for SimpleTech."

According to Mouser President and CEO Glenn Smith, the distribution agreement with SimpleTech is in keeping with the distributor's business model of offering customers a time-to-market advantage.

"Mouser is the catalog distributor focused on introducing the newest, most innovative products and the latest technologies to the market, faster and more efficiently than anyone else," Smith explained. "As SimpleTech releases their new industrial flash-based products, design engineers will immediately see them on the New Technologies pages of our website, and then in our next print catalog that's released every 90 days."

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Mouser/SimpleTech

“Because our customers focus on the design-in and prototyping stages of the design cycle,” Smith said, “SimpleTech’s products are just what our engineering customers need to give their products a technology advantage.”

About Mouser Electronics

Mouser Electronics, a privately-held company and a subsidiary of TTI, Inc., is the fastest growing distributor in the electronics industry and the only distributor in the industry to publish a new 1,700+ page print catalog every 90 days. In addition to its print catalog, Mouser’s continuously growing on-line catalog provides over 586,000 products, more than 435,000 data sheets, and in excess of 1.5 million cross-references. Known for its best-in-class customer service, Mouser sells innovative products from over 300 premiere suppliers of semiconductors, optoelectronics, passives, circuit protection, interconnects, wire and cable, electromechanical, sensors, enclosures and thermal management, power sources, test, tools, and specialty products. For more information about Mouser Electronics, visit www.mouser.com.

About SimpleTech

SimpleTech, Inc., designs, manufactures, and markets custom and open-standard memory and storage solutions. With headquarters in Santa Ana, California, USA, the company offers a comprehensive line of more than 2,500 products and specializes in developing high-performance and high-density memory modules, memory cards, and storage products. For more information, visit the company’s website at www.simpletech.com.

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