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For Immediate Release

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Mouser Electronics Continues Asia Expansion with New Shanghai Customer Service Center

Mansfield, Texas, USA – September 30, 2008 – [Mouser Electronics](http://www.mouser.com), Inc., known for its rapid introduction of the newest products, today announced the opening of a new Shanghai, China Customer Service Center to further support the needs of local design engineers and component buyers in the Chinese electronics industry.

“The opening of our new Shanghai office will continue to enhance Mouser’s ability to locally support the needs of design engineers and small production buyers throughout Asia and especially in China,” said Mark Burr-Lonnon, Mouser’s Vice President – Asia. “We look forward to continuing to provide superb customer service and technical support, making it easier for engineers to do business with Mouser.”

Mouser representatives will provide customer and technical support, as well as live chat over the web. The office will be open 8:30 a.m. to 5:30 p.m. Beijing time. To contact Mouser’s Shanghai office, e-mail Shanghai@mouser.com or call at +86 (21) 6360-6111.

For Renminbi(CNY) orders, contact Mouser’s authorized distributors in China: Avanelane (www.avanelane.com, +86(755)8294-9136), Beijing Chuangxin Online (www.ic.net.cn, +86(10)6258-6340), or RichDevice Industrial Co. (www.richdevice.com, +86 (21) 5951-6032).

As a subsidiary of Berkshire Hathaway, led by Warren Buffett, Mouser offers superior service and support to customers worldwide. In addition to its headquarters and regional customer service centers in the United States, Mouser has local customer service teams located around the world, including Singapore, Shanghai, and Hong Kong, Tel-Aviv and Munich.

Awarded one of the most preferred franchised distributors in Logistics Service and E-Commerce Capability in Electronics Supply & Manufacturing China’s 2008 Most Preferred Distributor survey, Mouser is dedicated to providing the service and support customers needs.

Mouser Electronics is one of the fastest growing global catalog distributors in the electronics industry. Mouser.com is updated daily, houses an interactive online catalog containing more than

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The Newest Products For The Newest Designs

a million products for easy 24 hour purchase, provides over 1.5 million cross-references, and more than 900,000 downloadable data sheets, as well as hundreds of supplier-specific reference designs, application notes, and other technical design information. While Mouser is the only major distributor to publish a new 2,100+ page print catalog every 90 days domestically, it also produces a bi-annual international catalog focused on the Asia engineering community.

Mouser's broad-based product line, unsurpassed customer service, and streamlined warehouse operations make Mouser the design engineer's one-stop shop for all the board-level components and associated development tools necessary for total project design.

About Mouser

Mouser Electronics, Inc. is an electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers. Mouser.com features over a million products online from more than 366 manufacturers. Mouser's 2,100+ page catalog is published every 90 days, providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 280,000 customers in 170 countries from its 432,000 sq. ft. state-of-the-art facility in Mansfield, Texas. For more information, visit www.mouser.com.

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