For Immediate Release

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MouserMobile is Industry's Most Advanced Mobile Site

Mansfield, Texas, USA – February 22, 2011. The newly designed MouserMobile™ offers the most advanced features for multilingual, multicurrency support for design engineers and buyers. No other distributor's mobile site supports more wireless phones and tablets. The new MouserMobile also is the first to feature support for 16 languages and 16 currencies.

Mouser Electronics, Inc. is known for the rapid introduction of the newest products and emerging technologies and this advanced site fits the company's philosophy of delivering "What's Next." Hayne Shumate, Mouser Vice President of Internet Business, explains, "The challenge was to deliver the Mouser experience for all web-enabled smartphones and tablets for all of our customers worldwide.''

Specifically, MouserMobile is a completely new realization of the award-winning Mouser site, especially designed and optimized to connect with today's engineers and buyers on the move. It lets customers browse new products and suppliers, and search for parts by using a product number or keyword, or familiar category drill down or parametric filters. A video guide is in place to offer further guidance to first-time users. Customers can view detailed item specifications, pricing, plus real-time product availability.

By utilizing the existing MyMouser account platform, customer information is automatically applied to the shopping cart so customers don't have to waste time completing online forms. Plus, customers can instantly view their carts at any point, making checkout quick and simple. It gives them the ease of ordering electronic components, semiconductors and emerging technologies for their designs, wherever they happen to be.

"The advanced MouserMobile site for use on today's smartphones creates a whole new industry standard," states Mark Burr-Lonnon, Mouser Vice President of EMEA and APAC Business. "It allows us to place today's leading-edge technologies right in hands of the design engineer… giving them quick access to a reliable international source for the most advanced technologies during the earliest stages of product design – no matter if they're at work, home, or commuting."

The Newest Products For Your Newest Designs™

MouserMobile (m.mouser.com) and Mouser.com are both updated daily and search nearly 7 million products to locate more than 1.8 million part numbers that are available for easy online purchase. More than 400 leading suppliers are represented online. Additionally, the websites house more than 5 million downloadable data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools. Constant refinement of the two sites includes adding new products, and removing obsolete products daily.

Mouser.com features Project Manager automatic re-order, BOM import capabilities, live chat in over 7 languages, plus the Mouser search accelerator. Mouser continues to publish a complimentary print catalog for customers in local currencies and languages. The company has 14 global customer support locations to provide localized service to design engineers.

Facts and Figures:

According to Nielsen Company market researchers, the number of people in the U.S. who accessed the Web via smartphones grew roughly 36% percent over previous year, from 56 million in July 2009 to 76 million in July 2010. By mid 2011, Nielsen projects a U.S. smartphone user base of 150 million with 120 million mobile Web users. Additionally, comScore, Inc. – a leader in measuring the digital world – released a study of smartphone adoption in E.U. (U.K., France, Germany, Spain, Italy) has grown 32% versus a year ago to 51.6 million at the end of March 2010. Specifically, Italy has the largest number of smartphone users at 15 million, while the U.K. showed the highest growth at 70% with France ranking second at 48% and Germany third with a sizable 34% increase. Overall, Parks Associates, a leading research firm, forecasts smartphone users to exceed 1 billion worldwide by 2014.

About Mouser

Mouser Electronics, Inc., a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning semiconductor and electronic component distributor, focused on the rapid introduction of the newest products and emerging technologies to electronic design engineers. Mouser.com features more than 1.8 million products online from more than 400 manufacturers. Mouser publishes multiple catalogues per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 300,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility, south of Dallas, Texas. For more information, visit http://www.mouser.com or http://www.mouser.com/mousermobile/.

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