For Immediate Release

Mouser Now Stocking Atmel Expanded AVR 32-Bit UC3 MCU Family

June 25, 2012 – Mouser Electronics, Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced availability of an expansion to Atmel's family of AVR 32-Bit UC3 Microcontrollers.

Atmel's expanded UC3 family now includes the L Series, which is Atmel's first picoPower® 32-bit microcontroller that offers a wide range of innovative technical features; the D Series, which is an entry-level 32-bit microcontroller that offers designers a rich feature set of devices; and the Audio Series, which allows the execution of Atmel licensed Audio firmware IPs.

The Atmel 32-bit AVR® UC3 takes efficiency to a new level, going beyond high performance and low power consumption. Native fixed point DSP support, dual port SRAM, multi-layer data bus, peripheral DMA controller, peripheral event system and intelligent peripherals move performance and power consumption to the next step. The peripheral DMA controller and multi-layer high-speed bus architecture make the UC3 microcontrollers ideal for high throughput applications. Intelligent peripherals and dynamic power control make UC3 devices the obvious choice for portable and battery-powered applications. To learn more, visit http://www.mouser.com/AtmelAVR32UC3A/.

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. Mouser offers customers 19 global support locations and stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is updated daily and searches more than 8.9 million products to locate over 3 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

The Newest Products For Your Newest Designs®

About Mouser Electronics

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning, authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 3 million products online from more than 450 manufacturers. Mouser publishes multiple catalogs 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 375,000 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.

About Atmel

Atmel Corporation is a global leader in designing, manufacturing and marketing advanced semiconductors including microcontroller (MCU), programmable logic, and nonvolatile memory. By combining these core technologies, Atmel meets the evolving and growing needs of today's electronic system design engineer through the production of general purpose and application specific system level integrated chips. Atmel's world class expertise and wealth of experience in system-level integration enable all of Atmel's products to be developed from their constituent blocks with minimum delay and risk.

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Further information, contact:
Kevin Hess, Mouser Electronics
Vice President Technical Marketing
(817) 804-3833
kevin.hess@mouser.com

For press inquiries, contact:
Kelly DeGarmo, Mouser Electronics
Corp. Communications & Media Relations Mgr.
(817) 804-7764
kelly.degarmo@mouser.com