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Mouser Sponsors China ACE Awards

Mansfield, Texas, USA – February 23, 2011 – [Mouser Electronics](http://www.mouser.com), Inc. is projecting continued success in Asia for 2011 as the company plans to build on last year's momentum to increase sales and continue its global expansion. With its award-winning website www.mouser.com and complimentary catalogs, Mouser is focused on distributing leading technologies to the world's design engineers and buyers.

During 2010, Mouser saw revenues increase by more than 150% in Asia. Currently, the company has 14 global customer support locations, including branches in Hong Kong, Singapore, Thailand, Shanghai and Bangalore to offer localized support. Mouser will sponsor this month's China ACE Awards, presented during the IIC-China Show Feb. 24-26 in Shenzhen. The Annual Creativity in Electronics (ACE) Awards honor the technologies and people that shape innovative electronics design in mainland China.

"We are delighted to sponsor this year's China ACE Awards," says Mark Burr-Lonnon, Vice-President of APAC for Mouser Electronics, Inc. "Coming off our success of last year, we are very optimistic about 2011. We have plans to open more local branch offices in Asia to bring our localized service and fast delivery of the newest semiconductors and electronic components to more Asian engineers and buyers."

The [MouserMobile](http://www.mouser.com/mobile) mobile site and Mouser.com website offer 16 languages and 16 currencies and each are updated daily. Mouser.com searches nearly 8 million products to locate over 1.8 million orderable part numbers available for easy online purchase.

The website houses over 5 million data sheets, along with supplier-specific reference designs, application notes, technical design information, and engineering tools. Mouser takes an extra step by indicating which products are not recommended for new development (NRND), along with marking products near obsolescence.

Mouser's business model is based on several key factors that separate Mouser from other major distributors in the global market. Their philosophy centers around delivering *What's Next* in emerging technologies - no matter how small the order.

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While other distributors concentrate on winning high volume orders, Mouser focuses on design engineers and buyers during the prototype and early design stages with its ability to break packs and deliver small quantities at competitive prices. When buying from Mouser, design engineers and buyers can rest assured knowing that they are designing with advanced genuine components from an authorized, trusted, long-standing distributor, certified as ISO9001:2008. Suppliers who enlist Mouser to distribute their products can be confident in knowing that Mouser has the financial strength and professional business practices that set it apart.

“Whether we are dealing with suppliers, engineers or buyers, our business model is very customer focused,” concludes Burr-Lonnon. “Everyday, our mission is to be the source most preferred by engineers and small production buyers for the products to design, prototype, test and manufacture electronic products. We live this mission everyday as we help to plant the seeds in Asia and internationally for a smarter world with newer and better electronics.”

About Mouser

Mouser Electronics, 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 authorized distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. 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>.

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