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## For Immediate Release

### **Mouser Honored as Bourns European Catalogue Distributor of the Year** *Awarded for high demand creation and exceptional sales performance*

**Mansfield, Texas, USA – December 1, 2010 – [Mouser Electronics](http://www.mouser.com), Inc.**, known for its rapid introduction of the newest electronic components and technologies, has been honored with the [Bourns 2010 European Catalogue Distributor of the Year Award](#) for exceptional European sales growth and high demand creation.

“In Mouser, we have seen both significant growth in sales and new customer count,” exclaimed Thierry Op de Beeck, Bourns’ Distribution Manager, EMEA. “We view Mouser as an integral part of our demand-creation strategy with their focus on our new products, speed to market and commitment to providing local international support being a major contributing factor in their success.”

The award was presented to Mouser President and CEO, Glenn Smith, at the recent Electronica Show in Munich, Germany, the world’s leading trade fair for electronic components, systems and applications.

“It’s a great honor for us to receive this distinction in Europe,” expressed CEO Smith. “Mouser opened our first office in Europe in 2008 and in just two years we’ve grown to be one of the top distributors in EMEA with design engineers. We have seen significant growth by focusing on introducing Bourns’ newest products to design engineers. We look forward to continuing our close partnership with Bourns well into the future.” To view the exclusive video with Glenn Smith, visit <http://www.mouser.com/bournseuropeaward/>.

A key factor behind Mouser’s exceptional growth in Europe has been the company’s numerous customer service locations strategically placed to provide local, personalized support to design engineers and buyers. The company currently has 14 locations globally. Mouser is keenly focused on providing today’s design engineers with a high level of service, excellent product information, rapid delivery, and the latest cutting-edge products from the world’s top suppliers. The result: Engineers can design with the newest technologies – giving them a competitive edge in features, product lifecycle, and speed to market. Mouser seamlessly transacts business in the customer’s local language and currency. The partnership with Bourns is one of many such win-win collaborations.

Mark Burr-Lonnon, Mouser Vice President of EMEA and APAC Business, elaborated on the point, “Mouser, with our local customer service locations, helps design engineers easily find the latest components and leading technologies to get their product developments to market much faster. This provides a strategic edge in product features and longer life cycles within today’s fiercely competitive marketplace.”

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With regards to Mouser's trusted partnership with Bourns, Burr-Lonnon was also quick to add, "We're delighted to receive this award from one of industry's blue-chip names and couldn't be more pleased with the success we've achieved with the Bourns product line. The focus on Bourns newest products – their innovative [PortNote™ Solutions Circuit Protection Design Kits](#) and extensive range of inductors and chokes – supports our unyielding commitment to becoming the distributor of choice for design engineers...delivering both the products and services they need."

### **About Bourns**

Bourns, Inc. is a leading manufacturer and supplier of automotive sensors, circuit protection solutions, magnetic products, microelectronic modules, precision potentiometers, panel controls and encoders and resistive products. Headquartered in Riverside, CA, Bourns serves a broad range of markets, including telecommunications, computer, industrial, instrumentation, automotive, consumer, non-critical life support medical, audio and various other market segments. Bourns products are manufactured according to ISO-9000 standards under Six Sigma quality programs. Additional company and product information is available at the company's website at <http://www.bourns.com>.

### **About Mouser**

Part of the Berkshire Hathaway family, Texas-headquartered 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 more than 1.8 million products online from more than 400 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 300,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility in Mansfield, Texas. For more information, visit <http://www.mouser.com>.

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