



1000 N. Main Street
Mansfield, TX 76063, USA
mouser.com

(817) 804-3800

For Immediate Release

For information, contact:

Larry Johannes

Vice President Strategic Marketing

Mouser Electronics, Inc.

(817) 804-3534

larry.johannes@mouser.com

Mouser Electronics and Anderson Power Products Ink Global Distribution Agreement

Mansfield, Texas, USA – February 24, 2011 – [Mouser Electronics](#), Inc., regarded as a top global design engineering resource for semiconductors and electronic components, today announced an international distribution partnership with [Anderson Power Products](#), (APP®), a leader in the design and manufacture of interconnect solutions.

Founded in 1877, Anderson Power Products is a known leader in the development of high quality, low cost, power interconnect solutions for several industries, including Back Up Power Systems, Electrical Recreational Vehicles, UPS Systems, Telecom/Datacom, High Technology Devices and Alternative Energy Solutions. APP's robust products are rated from 10 to 700 amps and continuous AC and DC voltages up to 600V supporting a large variety of connection methods and standards.

"We are excited about being able to distribute Anderson Power Products to our customers worldwide," states Krystal Jackson, Mouser Vice President of Interconnect. "APP draws on over 120 years experience in designing and manufacturing versatile high power, interconnect products. They, like us, are known for their emphasis on quality and service. It will be a strong partnership."

Rich Wagner, Director of Marketing for Anderson Power, elaborates further, "Anderson Power Products is excited to bring on Mouser Electronics to serve and support our engineering customers through the design and prototyping stage of product development. Their willingness to maintain stock in a wide range of products, customer friendly website and ordering process, makes them the perfect partner for APP and our customers."

-- continued --

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers with 14 global customer support locations. Mouser offers customers the latest, most technologically advanced components for their newest design projects. Mouser Electronics' website is updated daily and searches nearly 7 million products to locate over 1.8 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.

About Anderson Power Products

Anderson Power Products is a leader in developing high quality, low cost, power interconnect solutions for several industries, including: Back Up Power Systems, Electrical Recreational Vehicles, Ups Systems, Telecommunications, High Technology Devices and Alternative Energy Solutions. Headquartered in Sterling, MA, Anderson Power Product's facility is ISO 9001:2008 certified and uses automated manufacturing to offer uncompromising quality. In addition, APP operates a distribution and assembly facility in Warrington, England to provide support for its European customers, as well as three Asia Pacific facilities: Shenzhen, China, Shatin Hong Kong and Taichung City 407, Taiwan (R.O.C.). APP connectors are available through an authorized distributor network or direct from the factory. For further information about the company and its products, call 978-422-3600 or visit their web site at <http://www.andersonpower.com>.

About Mouser

Mouser Electronics, Inc., a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway, Inc. Mouser is an award-winning semiconductor and electronic component distributor, focused on the rapid introduction of new 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 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, located south of Dallas, Texas. For more information, visit <http://www.mouser.com>.

Trademarks

Mouser and Mouser Electronics are registered trademarks of Mouser Electronics, Inc. All other products, logos, and company names mentioned herein may be trademarks of their respective owners.

For press inquiries, please contact
Kelly DeGarmo
Mouser Electronics, Inc.
Corporate Communications and Media Relations Manager
817-804-7764
kelly.degarmo@mouser.com