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For Immediate Release

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Mouser Electronics and Conflux Sign Distribution Agreement

***First new technology in intelligent heating in decades;
stock includes PTC self-regulating heater discs, LCD heaters, and ZPZ foil***

Mansfield, Texas, USA – August 4, 2009 – [Mouser Electronics](http://www.mouser.com), Inc., known for its rapid introduction of the newest products, today announced it has signed a distribution agreement with [Conflux](http://www.conflux.com), a Swedish developer and manufacturer of revolutionary technology for heating products – the SIP compound and the ZPZ design.

Mouser's Conflux product line features the first new technology in intelligent heating in several decades that is more cost-effective, energy saving, and environmentally friendly than any similar product on the market. The unique and patented technologies with built-in intelligence deliver efficient heating where it's needed and when it's needed. The ZPZ Foil is based on the SIP compound (Superimposed Impedance Polymer) that provides heating technology with an astounding characteristic – it can not overheat.

Stock includes ultra thin, low-cost polymer PTC Discs that are available in AC or DC in 12V, 24V, and 48V. In addition, Mouser is stocking 6/12V LCD heaters in 3.5" and 7" standard sizes. ZPZ foil is also available in 12V and 48V.

Barry McConnell, Mouser Senior Vice President of Products, says, "We are so pleased that Conflux has chosen Mouser as a distribution partner. Their truly unique, intelligent heating products will expand the design options for engineers and allow them to conceive ideas not possible in the past."

"For us, this agreement with Mouser brings a trust and credibility to our technology and allows us to present our high tech intelligent heating technology for companies on a global market. This is fully in line with our global strategy of providing the industry with this new technology – the first news in this industry in 40 years," says Arnulf von Zedtwitz-Liebenstein, Conflux CEO.

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The Newest Products For The Newest Designs

Known for its broad-based product line, unsurpassed customer service, and streamlined warehouse operations, Mouser continuously offers customers the most innovative products and latest technologies for their new design projects.

Mouser Electronics is the only global distributor to publish a new page print catalog every 90 days. In addition, its website with interactive online catalog is updated daily, and searches over 5 million products to locate over a million part numbers available for easy online purchase. Plus, downloadable data sheets, supplier-specific reference designs, application notes, technical design information and engineering tools.

About Mouser

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 a million products online from more than 390 manufacturers. Mouser's 2,184+ page catalog is published every 90 days, providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 270,000 customers in 170 countries from its 432,000 sq. ft. state-of-the-art facility in Mansfield, Texas. For more information, visit <http://www.mouser.com>.

About Conflux

Conflux develops, manufactures and markets polymeric materials for intelligent heating applications. Using new, unique and patented technologies, Conflux have designed materials which deliver efficient heating where it's needed. The built-in intelligence of these materials optimizes power consumption and adds value by only heating where and when it's needed. Areas of use are e.g. temperature sensitive electronics, sensors, energy optimized radiators, battery heating for electric cars, de-icing applications, aviation industry, medical industry, office equipment, etc. For more information, visit <http://www.conflux.se>.

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