

For Immediate Release

Mouser Nominated for Prestigious Elektra European Distributor of the Year

Mansfield, Texas, USA – December 6, 2010 – [Mouser Electronics](http://www.mouser.com), Inc., known for its rapid introduction of the newest electronic components was nominated as a Finalist for Elektra's 2010 Distributor of the Year Award for Europe. This prestigious award will be announced this week in the U.K. Mouser, a Berkshire Hathaway company, is regarded among design engineers as one of the leading global resources for the newest electronic components and technologies.

An annual highpoint of the electronics industry, the Elektra 2010 European Electronics Industry Awards, selected by an independent panel of judges, recognize the achievements of individuals and companies across Europe. They promote the best practice in key areas, including innovation, sales growth and employee motivation. The awards will be presented at the annual dinner on Thursday, December 9 at the Lancaster Hotel in London, England. For more on the awards, go to <http://www.elektraawards.co.uk/>.

"It is very exciting for us to be nominated as a finalist for Elektra Distributor of the Year in Europe," states Mark Burr-Lonnon, Mouser VP of EMEA and APAC Business. "Mouser opened our first European office just two years ago, and already we've become one of the top distributors in EMEA among design engineers."

This Elektra 2010 nomination once again validates Mouser's unique business model, Burr-Lonnon explains. "A key reason 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 centers across the globe, including Germany, London, Italy and France," Burr-Lonnon says. "Mouser is focused on providing today's design engineers with the highest level of service, excellent product information, rapid delivery, and the latest cutting-edge products from the world's top suppliers and transactions are conducted in the local currencies and languages."

"Our ultimate goal is to help design engineers across the globe easily find the latest components and leading technologies to get their products to market faster," explains Burr-Lonnon. "This gives them a strategic edge in today's fiercely competitive marketplace. "We are focused on delivering an exceptional customer experience and we are pleased to be recognized for our success in Europe."

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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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