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For Immediate Release

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Mouser Electronics Receives China's Most Preferred Catalog Distributor Award for 2010 from Global Sources

Award based on Supply Capacity, Technical Support, Logistic Supply and Reputation

Mansfield, Texas, USA – July 8, 2010 – [Mouser Electronics](http://www.mouser.com), Inc., known for its rapid introduction of the newest products, today announced it received China's 2010 Most Preferred Catalog Distributor Award from Global Sources. The award was presented after completion of the Global Sources annual customer preference survey conducted by Electronics Supply & Manufacturing, China (ESMC). Previously awarded the 2009 Most Preferred Catalog Distributor and the 2008 Most Preferred Distributor, this was the third consecutive year that Mouser has been recognized.

Criteria for the prestigious Catalog Distributor Award were based on distribution services such as Supply Capacity, Technical Support, Logistics Services, Pricing, Online Trading, Payment Flexibility and Reputation. The achievement of the award was determined by the overall survey score from the respondents of the survey and is an indication of Mouser's continuous effort to provide best in class customer service to the engineers and buyers throughout China.

Mark Burr-Lonnon, VP of Asia, states, "Accepting this award on behalf of all Mouser employees is an honor. Providing excellent service to our customers in China is our goal and this award confirms our performance to that objective. We would like to thank the survey participants in China for their support and for embracing Mouser as their most preferred catalog distributor."

Known for its focus on design engineers with its broad product line, unsurpassed customer service, advanced on-line catalog and innovative product marketing, Mouser continuously offers customers the newest products and latest technologies for their new design projects.

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Mouser Electronics' website with interactive online catalog is updated daily and searches over 6.7 million products to locate over a 1.6 million part numbers available for easy online purchase. Plus, it houses 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 1.6 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 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>.

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