

For Immediate Release

Mouser Awarded ON Semiconductor's NPI Distribution Partner of the Year

Mansfield, Texas, USA – March 14, 2011 – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top global design engineering resource for semiconductors and electronic components, has won ON Semiconductor's 2010 New Product Introduction (NPI) Distribution Partner of the Year Award. [ON Semiconductor](http://www.onsemi.com) is known as a premier supplier of high-performance silicon solutions for energy efficient electronics.

Mouser was measured against its competition in a variety of categories including total sales growth, new product sales, customer base expansion, marketing capability, and overall process excellence.

"Receiving this New Product Introduction Award from ON Semiconductor is an active confirmation of Mouser's focus on What's Next," states Mike Scott, Mouser's Vice President of Semiconductors. "Design engineers trust Mouser to rapidly provide cutting-edge products from the world's top suppliers, as well as provide the highest level of customer service through concise product data, immediate product availability, local customer service, and fast, global delivery. On Semiconductor has provided us with a broad portfolio of innovative, energy-efficient, high performance silicon solutions which are highly sought after by today's design engineers."

"The collaborative working relationships and unique channel sales programs we have forged with Mouser Electronics continue to be key to the ongoing growth and success of the company," said Jeff Thomson, ON Semiconductor vice president of Global Channel Sales. "During 2010, Mouser met and exceeded our expectations for new product introduction. We honor them with this award and look forward to continuing our collaborative partnership in the future."

-- continued --

About Mouser Electronics

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning semiconductor and 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 catalogues 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 south of Dallas, Texas. For more information, visit <http://www.mouser.com>.

About ON Semiconductor

ON Semiconductor (Nasdaq: ONNN) is a premier supplier of high performance silicon solutions for energy efficient electronics. The company's broad portfolio of power and signal management, logic, discrete and custom devices helps customers efficiently solve their design challenges in [automotive, communications, computing, consumer, industrial, LED lighting, medical, military/aerospace and power applications](#). ON Semiconductor operates a world-class, value-added supply chain and a network of manufacturing facilities, sales offices and design centers in key markets throughout North America, Europe, and the Asia Pacific regions. For more information, visit <http://www.onsemi.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.

-- 30 --

Further information, contact:
Larry Johannes, Mouser Electronics
Vice President Strategic Marketing
(817) 804-3534
larry.johannes@mouser.com

For press inquiries, contact:
Kelly DeGarmo, Mouser Electronics
Corp. Comm./Media Relations Manager
(817) 804-7764
kelly.degarmo@mouser.com