

## For Immediate Release

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## Mouser Electronics Earns Panasonic Electric Works' 2009 Distributor of the Year - Sales Growth Award

**Mansfield, Texas, USA – July 7, 2010 – [Mouser Electronics](http://www.mouser.com), Inc.**, known for its rapid introduction of the newest products, today announced it was named the 2009 Distributor of the Year – Sales Growth for [Panasonic Electric Works](http://www.panasonic.com), a market leader in electromechanical and solid state relays.

Panasonic chose Mouser for the top spot in recognition of its exponential sales growth percentage, across the board, for Panasonic Electric Works' product lines for 2009. Mouser's ability to reach electronic and design engineers with the newest products and latest technologies for a time-to-market advantage was the compelling boost behind the explosive sales growth.

Keith Privett, Mouser Vice President of Electromechanical, was pleased with Mouser's first Panasonic award. "Mouser's sales growth for 2009 with Panasonic was phenomenal and was an accomplishment we first celebrated internally. The Panasonic 2009 Distributor of the Year award confirmed Mouser's commitment to rapidly providing the latest products with world-class customer service. It is a pleasure doing business with Panasonic Electric Works and we look forward to future exponential growth"

Steve Cummins, PEWA's General Manager of Marketing, recognized Mouser's achievement. "Panasonic thrives on the strong performance of our Sales partners. We are delighted that, through Mouser, we have increased our reach into the design community, with their commitment to stocking our relay, sensor and connector products"

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>.

#### **About Electric Works**

Panasonic Electric Works (formerly Aromat) is a market leader in electromechanical and solid state relays. Products include signal, power, PhotoMOS, solid state, high frequency and automotive relays, as well as a variety of sensors. Panasonic Electric Works is a subsidiary of Matsushita Electric Works, Ltd. (MEW). Visit <http://pewa.panasonic.com/>.

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