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For Immediate Release

Mouser and Panasonic Sign Distribution Agreement

Mansfield, Texas, USA – June 1, 2010 – [Mouser Electronics](http://www.mouser.com), Inc., known for its rapid introduction of the newest products, today announced it has reached a distribution agreement with the Electronic Components Group of Panasonic Industrial Company, the industrial components and electronic devices division of Panasonic Corporation of North America.

The much anticipated agreement between Mouser and [Panasonic](http://www.panasonic.com), a leading manufacturer of high quality electronic components, will provide electronics engineers the world over with access to Panasonic's vast array of advanced electronic components. Mouser's stock will include Panasonic capacitors, RF modules, switches, inductors, resistors as well as many other reputable Panasonic passive and semiconductor components.

Glenn Smith, Mouser President and CEO, states, "The partnership between Mouser and Panasonic provides a win-win-win solution for our customers, Mouser, and Panasonic. Mouser's commitment to the rapid introduction of the newest products and technologies will provide Panasonic with new design opportunities for its product lines worldwide, while expanding an already extensive global customer base. We look forward to working with Panasonic and building a strong, successful relationship."

"Panasonic Electronic Components is pleased to work with Mouser Electronics to provide our products to the world's leading electronics engineers," said Jeff Howell, Group, Director, Panasonic Electronic Components. "Mouser is a highly respected, reliable distributor that professionals turn to for quick results. That matches up very well with Panasonic's reputation for delivering quality products and customer service."

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The Newest Products For The Newest Designs

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.

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 Panasonic Industrial Company

Based in Secaucus, NJ, Panasonic Industrial Company is the industrial components and electronic devices division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC) and the hub of Panasonic's U.S. branding, marketing, sales, service and R & D operations. Panasonic Industrial provides key components that power the home appliances, consumer electronics, computers, communications, commercial and healthcare products used by millions of people each day. Panasonic Industrial's website (www.panasonic.com/industrial) is designed to provide design engineers and technical specifiers with a one-stop resource for researching, identifying, locating and purchasing Panasonic's diverse range of industrial products including Appliances & HVAC, Batteries (OEM and Industrial), Electronics Components, Optical Drives, Semiconductors, Card Readers, and Radiation Measurement Systems.

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