

For Immediate Release

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TDK's Outstanding Sales Achievement Award Goes to Mouser

Mansfield, Texas, USA – August 18, 2010 – [Mouser Electronics](http://www.mouser.com), Inc., known for its rapid introduction of the newest products, today announced it was recognized by [TDK](http://www.tdk.com) for outstanding sales achievement in fiscal year 2010 for sales growth exceeding 57%. TDK is world renowned for its expertise in multi-layer ceramic capacitors, inductors, and a wide range of passive electronic components focused on miniaturization.

The TDK Sales Achievement Award was presented to Mouser for outstanding sales growth. Mouser attributes its success to its ever-increasing, loyal customer base that relies on Mouser to rapidly provide the newest products and latest technologies. Mouser also points to TDK's ability to produce popular, updated product lines in a timely fashion to meet market demands.

The Mouser / TDK distribution agreement was recently expanded to a global distributorship because of Mouser's increasing presence throughout the world, which includes numerous sales branches in Europe and Asia, 42 global websites supporting 14 languages, and transactions in 18 currencies.

Andy Kerr, Mouser Vice President of Passives, states, "The TDK Award for outstanding sales achievement confirms our goal of putting the customer first. Sales growth of over 57% in a single year is achievable only by providing exactly what products are needed, when it's needed, and at a competitive price." Kerr added, "Ease of ordering through mouser.com or toll-free is an added bonus that design engineers seek."

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 TDK

TDK's world-leading expertise in ferrite has yielded advanced electronic components, such as multi-layer ceramic capacitors and inductors. Focusing on miniaturization and surface mount requirements, TDK's vast array of quality electronic components includes ferrite beads, transformers, piezoelectric products, filters, inductors, and a variety of other products. Visit <http://www.tdk.com>.

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