For Immediate Release

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Mouser Stocking TI MSP430™ MCU Value Line and Development Kits
16-bit performance at 8-bit prices

Mansfield, Texas, USA – July 7, 2010 – Mouser Electronics, Inc., known for its rapid introduction of the newest products, today announced it is stocking the new Texas Instruments Incorporated (TI) MSP430™ Value Line family of ultra-low cost 16-bit microcontrollers (MCUs).

The TI ultra-low power MSP430™ MCU Value Line offers superior 16-bit MCU performance and industry-leading ultra-low power consumption for cost sensitive applications that have traditionally depended on low-cost 8-bit microcontrollers. TI MSP430G2x01, MSP430G2x11, MSP430G2x21, and MSP430G2x31 Value Line MCUs ensure 8-bit developers no longer need to sacrifice performance, power efficiency, or scalability because of price. The TI MSP430 MCU Value Line series is an ideal fit for a broad range of cost-sensitive applications, including safety and security, low-cost touch pads, remote controls, and intelligent sensors. The TI MSP430G2x01, MSP430G2x21, and MSP430G2x31 include a built-in 16-bit timer and 10 I/O pins. The MSP430G2x11adds an on-chip comparator, while the MSP430G2x31 provides an on-chip 10-bit ADC and built-in communication capability using synchronous protocols.

The MSP-EXP430G2 LaunchPad experimenter board is a complete USB-based development and experimenter tool providing everything you need to launch your own MSP430 MCU Value Line applications. To learn more, visit http://www.mouser.com/timsp430valueline.

Mike Scott, Mouser Vice President of Active Products, is confident about the TI Value Line's ability to fill the cost and performance requirements of engineers' prototyping with MCUs and give them an advantage over low-cost 8-bit MCUs. Scott says, "The Texas Instruments' MSP430 MCU Value Line blurs the line between low price and high performance, yet remains compatible across the MSP430 platform."

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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.

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