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For Immediate Release

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FOR IMMEDIATE RELEASE

Mouser Electronics, Inc. Releases New 1,484-Page Electronic Components Catalog

Mansfield, Texas, USA – February 7, 2004 – Distributor Mouser Electronics, Inc. announced today the release of its new catalog featuring 1,484 pages of the latest products and technologies from its 300+ premier electronic component suppliers.

Mouser Electronics is the only distributor in the industry to publish a new catalog every 90 days. Due to the constant evolution of new products, new technologies, as well as new applications for existing products, there is a continuous expansion of catalog pages. This latest catalog alone contains 82 pages of new product information. Over the last 12 months – *a typical catalog cycle for most distributors* -- Mouser has added more than 400 pages of product data to its print catalog.

Another contributing factor to Mouser's catalog growth is the addition of 70 new suppliers to its line card in that same 12-month period. These new suppliers were added to nearly every category of Mouser's broad-based product line which includes semiconductors, optoelectronics, passives and circuit protection, interconnects, wire and cable, electromechanical and sensors, enclosures and thermal management, as well as power, test, tools and supplies. Names of some of the newest suppliers include Datel, Intersil, Chipcon, Applied Motion Products, Artesyn Technologies, Ault, Conxall, Delphi, ERA Magnetics, Heyco, Micro Commercial Components, MSI Sensors, Optek, Silvertronic, Varitronix, Velocity Semiconductor, and Tamura.

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“Our company is dedicated to not only supplying electronic design engineers and buyers with the latest new products and the newest technologies,” President Glenn Smith said, “but we strive to provide the best customer service possible – regardless of the size of the customer or the size of the order. In fact, Mouser is the only Electronic Components Distributor in the world with no minimum order.”

With an annual circulation of over one million, the new catalog contains more than 111,000 parts and is designed to work in concert with Mouser’s on-line catalog, which contains over 450,000 products, more than 275,000 data sheets, and in excess of 1.25 million cross-references.

For five years in a row Mouser has achieved the highest ranking in North America for outstanding Customer Service and Support of its Engineering and Purchasing customer base of well over 100,000 business accounts. The company’s streamlined process includes excellent technical support and same-day shipping on orders received from 7am – 8 pm Central Standard Time.

For more information on Mouser Electronics, Inc. and its products, visit mouser.com.

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