



1000 N. Main Street  
Mansfield, TX 76063  
www.mouser.com

(817) 804-3800

**For Immediate Release**

**EDITORIAL/READER CONTACT:**

**Ellie Rovai**

Marketing Manager

Mouser Electronics, Inc.

(817) 804-3857 Direct

(817) 804-3803 Fax

[ellie.rovai@mouser.com](mailto:ellie.rovai@mouser.com)

## **Mouser Electronics Announces Third of Four 2006 New Components Catalogs Now Available**

**Mansfield, Texas, USA – August 2, 2006** – Mouser Electronics, the fastest growing catalog distributor in the electronics industry, announced today that its third catalog of 2006 is now available. Catalog No. 627 (August – October 2006) features 1,808 pages of the newest products and latest technologies from well over 325 premiere 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 contains 118 additional pages of new product information. In addition, 42 pages of end-of-life products were deleted.

To make it even easier for customers to find products, the catalog includes new section guides printed in four-color on heavier paper stock for quick identification of product categories. In addition, colored banners and logos quickly identify new products, new technologies, and new suppliers.

New product and new technology pages consisted of components from new suppliers including Texas Instruments, ISSI (Integrated Silicon Solution Inc.), ON Semiconductor, PLX Technology, Power Integration, MEDER, NetPower, SchmartBoard™, and SimpleTech, in addition to other new products from Freescale, AVX, Amphenol, Kemet, SST, Helicomm, Fluke, Molex, Murata, Digi International, Quickfilter Technologies, Sharp Microelectronics, and many more suppliers.

"Mouser excels at supplying **the newest products first** so our engineering customers can quickly satisfy the demands of their latest innovations," said Mouser President & CEO Glenn Smith. "By publishing a brand new catalog every 90 days, along with daily updates to our online catalog, we give our customers a time-to-market advantage that no other distributor in the industry can offer."

-- continued --

With an annual circulation of over one million and a quarterly mailing of 250,000, the new catalog contains more than 135,000 products and is designed to work in concert with Mouser's online catalog, now featuring more than 700,000 products easily bought online; over 490,000 downloadable data sheets; in excess of 1.5 million cross-references; and global shipment to 174 countries.

"Mouser is dedicated to being the **first** to deliver the newest products and technologies to our customers," Smith said, "as well as the best technical customer service possible – regardless of the size of the customer or the size of the order."

Mouser is well-known for its outstanding customer service and support for well over 100,000 business accounts. The company's streamlined process includes excellent technical support, no minimums, and same-day shipping on most orders received from 7 am – 8 pm Central Standard Time.

### **About Mouser Electronics**

Mouser Electronics, a privately-held company and a subsidiary of TTI, Inc., is the fastest growing broad-line catalog distributor in the electronics industry and the **only** distributor whose rapid new product introduction gives customers a **time-to-market advantage!**

Known for best-in-class customer service with its one-call solution, Mouser sells innovative products from over 325 premiere suppliers of semiconductors, optoelectronics, embedded solutions, passives, circuit protection, interconnects, wire and cable, electromechanical, sensors, enclosures and thermal management, power sources, test, tools, and specialty products. For more information about Mouser Electronics, visit [www.mouser.com](http://www.mouser.com).

### **Trademarks**

Mouser and Mouser Electronics are registered trademarks of Mouser Electronics, Inc. Any other product and company names mentioned herein are trademarks of their respective owners.