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For Immediate Release

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Mouser Releases Its First New Components Catalog of 2007

Mansfield, Texas, USA – February 19, 2007 – Mouser Electronics, the only distributor to release a new catalog every 90 days, announced today that its first new catalog of 2007 is now available. Catalog No. 629 (February – April 2007) features 1,840 pages of the newest products and latest technologies from 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, Mouser's catalog ensures engineers have the most up-to-date products for their new design projects. This latest catalog contains 59 additional pages of new product information, while 67 pages of end-of-life or not-for-new design products were deleted.

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

Pages of new products and news technologies are included from Texas Instruments, Microchip, Omron, Teledyne Relays, Molex, Vishay, KEMET, and many more suppliers. Plus several new suppliers including Actel[®], FlexiPanel, ConnectOne[™], eeTools, Matrix Orbital, THAT Corporation, Gowanda, FTDI, and Tyco Electronics Power Systems.

"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 offers."

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With an annual circulation of over one million and a quarterly mailing of 265,000, the new print catalog contains more than 150,000 products, and is designed to work in concert with Mouser's online catalog featuring more than 745,000 products easily bought online, over 640,000 downloadable data sheets, and 1.5 million cross-references. Mouser ships to customers in more than 170 countries.

"Mouser is dedicated to being the first to deliver the newest products and latest 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."

The fastest growing distributor in the electronics industry, Mouser is well-known for its outstanding customer service, making it easy to do business with the company. Streamlined pick-and-pack warehouse processes, along with excellent technical support and no-minimum orders, allow same-day shipping on most orders received from 7 am – 8 pm Central Standard Time.

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 over 745,000 products online from more than 325 manufacturers. Mouser's 1,800+ page catalog is published every 90 days, providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 280,000 customers in 170 countries from its 432,000 sq. ft. state-of-the-art facility in Mansfield, Texas. For more information, visit www.mouser.com.

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