



## For Immediate Release

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Mouser Releases Second of Four New 2007 Components Catalogs Companion CD Version Also Includes Semiconductor, Embedded, and Optoelectronic Supplier Catalogs

**Mansfield, Texas, USA – May 8, 2007** – Mouser Electronics, known for its rapid introduction of the newest products, announced today that the second of four new 2007 catalogs is now available, along with a companion CD version that also includes a supplier catalog library featuring semiconductor, embedded, and optoelectronic products.

Catalog No. 630 (May – July 2007) contains 1,856 pages of the newest products and latest technologies from over 330 leading manufacturers. More than 58 pages of new products were added and 42 pages of not-for-new design products deleted, thus ensuring design engineers have the newest and most up-to-date products available for new design projects.

Mouser Electronics is the <u>only</u> distributor in the industry to publish a new catalog **every 90** days. Due to constant evolution of new products, new technologies, and new applications for existing products, Mouser's catalog makes it easy to quickly find the latest product information. Colored logos and banners easily identify new products, new technologies, and new suppliers; while four-color, heavy stock section guides aid in quick identification of product categories.

This latest edition includes pages of new products and technologies from suppliers across the board including Texas Instruments, Microchip, Omron, Teledyne, Molex, Vishay, Tyco, KEMET, and numerous other suppliers. In addition, the catalog also features several new suppliers such as Actel, LedEngin, FlexiPanel, Quatech, Silex Technology, MathStar, Astec Power, AEM, and more.

"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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Mouser Electronics

With an annual circulation of over one million and quarterly mailings of 280,000 worldwide, the new print catalog contains over 170,000 products and is designed to work in concert with Mouser's online catalog. The online catalog features more than 800,000 products for easy browse and buy, over 677,000 downloadable data sheets, and 1.5 million cross-referenced parts.

"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 by 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 800,000 products online from more than 330 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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