



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

(817) 804-3800

## For Immediate Release

### EDITORIAL/READER CONTACT:

**Ellie Rovai**

Marketing Communications Manager

Mouser Electronics, Inc.

(817) 804-3857 Direct

(817) 804-3803 Fax

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

## Mouser Electronics Releases Third Quarterly New Product Catalog

### *Catalog No. 631 Features 107 Pages of New Products and Features 17 New Suppliers*

**Mansfield, Texas, USA – August 1, 2007** – Mouser Electronics, known for its rapid introduction of the newest products, today announced that the third of four new 2007 catalogs is now available. Catalog No. 631 (August – October 2007) features 1,944 pages of the newest products and latest technologies from over 335 premiere electronic component suppliers.

Engineered as a reference guide for engineers, Catalog 631 contains 107 pages of new products while 19 pages of not-for-new design products were deleted, thus ensuring design engineers access to the latest, most up-to-date products available for their new design projects.

Mouser Electronics is the only major distributor in the industry to publish a new catalog every 90 days. Due to the 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. Catalog 631 also features products from 17 new suppliers added since the May 2007 edition.

"Mouser excels at rapid introduction of the newest products so our engineering customers can quickly satisfy the demands of their latest innovations," said Mouser President & CEO Glenn Smith. "By publishing a brand new print catalog every 90 days and updating our online catalog daily, we give our customers a time-to-market advantage that no other distributor in the industry offers."

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***The Newest Products For The Newest Designs***

With an annual circulation of over one million and quarterly mailings of 280,000 worldwide, the new print catalog contains over 180,000 products and is designed to work in concert with Mouser's online catalog. The online catalog features more than 850,000 products for easy browse and buy, over 677,000 downloadable data sheets, and 1.5 million cross-referenced parts.

Mouser is well-known for its outstanding customer service, making it easy to do business with the company. Streamlined pick-and-ship warehouse processes, 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 850,000 products online from more than 335 manufacturers. Mouser's 1,900+ 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](http://www.mouser.com).

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