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For Immediate Release

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Mouser Electronics Now Distributing Within APAC Regions for Ericsson Power Modules

Mansfield, Texas, USA – July 13, 2009 – [Mouser Electronics](http://www.mouser.com), Inc., known for its rapid introduction of the newest products, today announced its distribution authorization with Ericsson Power Modules has been expanded into the APAC regions. [Ericsson](http://www.ericsson.com) designs and manufactures the latest in rugged DC/DC products.

Customers throughout the APAC regions now have the convenience of ordering the latest components and newest technologies from Mouser. Mouser currently has branch locations throughout Asia, in countries such as Singapore, Hong Kong, and China. Mouser has launched websites and printed catalogs in multiple currencies and languages.

Keith Privett, Mouser Vice President Interconnect, Electromechanical, Power, and Test, says, "We are excited that Ericsson Power Modules has expanded our distribution agreement into the APAC regions. Ericsson's wide range of DC/DC converters, along with Mouser's expertise of introducing the newest products faster than any other distributor, are what make this distribution expansion a winning combination. Mouser is committed to being the source most preferred by design engineers worldwide."

Patrick Le Fevre, Marketing & Communication Director at Ericsson Power Modules, said, "We are pleased to extend our agreement with Mouser Electronics to include the Asia Pacific region. We can now offer those customers the ability to buy Ericsson Power Modules products from Mouser. Throughout our partnership with Mouser Electronics, we have benefitted from their wealth of experience, knowledge, excellent customer service, and outstanding level of professionalism."

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The Newest Products For The Newest Designs

Mouser's Ericsson stock includes hundreds of DC/DC converters and regulators with output power ranges from 1.65W to 700W, inputs from 2.95V to 53V, and a variety of package sizes.

Known for its broad-based product line, unsurpassed customer service, and streamlined warehouse operations, Mouser continuously offers customers the most innovative products and latest technologies for their new design projects.

Mouser Electronics is the only global distributor to publish a new page print catalog every 90 days. In addition, its website with interactive online catalog is updated daily, and searches over 5 million products to locate over a million part numbers available for easy online purchase. Plus, downloadable data sheets, supplier-specific reference designs, application notes, technical design information and engineering tools.

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 more than a million products online from more than 390 manufacturers. Mouser's 2,184+ 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 <http://www.mouser.com>.

About Ericsson

Ericsson Power Modules designs and manufactures DC/DC products with focus on the communications industry for advanced applications such as radio base stations and switches/routers. The levels of technology, ruggedness, and reliability of Ericsson Power Modules products provide excellent solutions for other demanding applications in medical, avionics, computing, military, space, and industrial market sectors. For additional information, please visit <http://www.ericsson.com/powermodules>.

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