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## For Immediate Release

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## Mouser Launches its First European Catalogue and Local Websites

*European pricing; local language versions now available*

**Electronica, Munich, Germany – November 11, 2008** – [Mouser Electronics](http://www.mouser.com), Inc., known for its rapid introduction of the newest products, is launching its first European catalogue at the electronica 2008 show, today, here in Munich. The 980-page catalogue will initially be available in English and German with other languages to follow. Pricing will be in Euros and GB pounds. At the same time, the company will go live with local web domains, soon to be launched in local languages.

The new catalogues and websites support Mouser's recently-announced push into Europe, spearheaded by the opening of the company's first European Customer Service Centre, in Munich, Germany. Mouser's website with an interactive online catalog is updated daily and contains more than a million products for easy online purchase, provides over 1.5 million cross-references, as well as more than 900,000 downloadable data sheets, supplier-specific reference designs, application notes, and other technical design information.

"We believe it is vital to offer a local presence in Europe," said Mark Burr-Lonnon, Vice President Europe. "Mouser is all about supporting design engineers with fast delivery of the latest electronic components, enabling them to develop innovative new products. We believe that by having local language catalogues and online sites, as well as pricing in European currencies, we are offering not only the products they need but simplify the acquisition process."

### **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](http://Mouser.com) features more than a million

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

products online from more than 366 manufacturers. Mouser's catalogue 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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