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For Immediate Release

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Mouser Receives Award from Exar for Outstanding Contributions in New Product Promotions

Mansfield, Texas, USA – May 12, 2010 – [Mouser Electronics](http://www.mouser.com), Inc., known for its rapid introduction of the newest products, today announced it was recognized for its outstanding contribution in the promotion of Exar Corporation products. Exar is the industry leader in UARTs and their innovative programmable Power^{XR} power management ICs are used in a wide variety of applications where multiple supply voltages are required.

At the April 2010 Exar Sales Conference in Las Vegas, Mouser Electronics was presented with an award in recognition of outstanding contribution in the promotion of Exar Products. Reasons cited for the prestigious award was Mouser's success in vastly increasing sales month over month for the last 16 months. Mouser was also responsible for introducing thousands of new customers to Exar's extensive array of power management, communications, and interface silicon solutions through internet and catalog marketing.

Accepting the award on behalf of Mouser were Mike Scott, Vice President of Active Products, and Carl Smith, Product Specialist. Mike Scott believes that Mouser's ability to launch the newest products and latest technologies faster than the competition was the pivotal factor in the successful promotion of Exar products and is directly responsible for the phenomenal sales increase. Says Scott, "Although we are known in the industry for our rapid introduction of the newest products, the Exar award confirms that electronics buyers enthusiastically respond to new products. We are honored to be the recipient of this award from Exar and are working diligently to expand our in-stock offering in support of the design community."

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The Newest Products For The Newest Designs

Bentley Long, Exar's VP Global Sales, says, "We are delighted to present Mouser with this award in recognition of their outstanding promotion of Exar products. In the very short time since we engaged with Mouser, we have seen significant sequential quarterly growth in new customer count, and view Mouser as an integral part of our demand-creation strategy. Together, we will continue to collaborate on building awareness of the Exar brand throughout the design community."

Known for its focus on design engineers with its broad product line, unsurpassed customer service, advanced on-line catalog and innovative product marketing, Mouser continuously offers customers the newest products and latest technologies for their new design projects.

Mouser Electronics' 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, it houses 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 400 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 270,000 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 EXAR

Exar Corporation powers connectivity with an extensive array of power management, communications, and interface silicon solutions. Exar's power management ICs are used in a variety of applications and include LDOs, DC/DC switching regulators, PWM controllers, charge pumps, and microprocessor supervisors. The products are designed for use together to create complete power management systems, but can also be used as standalone solutions. Exar also offers online design tools to help designers create customized solutions using Exar products. Visit <http://www.exar.com/>.

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