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For Immediate Release

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Mouser Appoints Supplier Marketing Director for Europe

Mansfield, Texas, USA – April 20, 2010 – Mouser Electronics, Inc., known for its rapid introduction of the newest products, today announced that Graham Maggs has been named Supplier Marketing Director for Europe.

Graham Maggs is stepping into this position to strengthen Mouser's presence throughout Europe, with a focus on improving supplier relations, growing the customer base, and increasing the overall European market share. Graham will allocate his time between Mouser's offices in the UK and Munich, to accommodate suppliers and media partners in the European region. Glenn Smith, Mouser President and CEO, says, "We are pleased to welcome Graham to the Mouser management team. His vast knowledge of the European market and extensive experience adds tremendous value to our ever increasing presence in Europe."

"Mouser's strength and focus on new product development and its ongoing excellence in customer service were major contributing factors in joining the Mouser team" stated Maggs. "I look forward to making a positive contribution to the Mouser team and driving further our focus in Europe".

Graham has held numerous positions within Bourns over the last 25 years; the last four years in the position of Director Distributor Sales Europe, where he is highly regarded. He was a key member of the Bourns senior management team, providing vital leadership and innovative programs in the European arena. Maggs extensive experience across the supply chain with multinational teams gives him a unique insight into the needs of the rapidly growing, global Mouser Electronics.

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.

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The Newest Products For The Newest Designs

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>.

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