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For Immediate Release

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Mouser Launches Major Stock Expansion with Hirose Electric

Mansfield, Texas, USA – April 20, 2010 – Mouser Electronics, Inc., known for its rapid introduction of the newest products, today announced it has more than doubled its stock of Hirose Electric's interconnect products, including exciting new FFC / FPC connectors, waterproof circular connectors, and I/O connectors. Customer demand for Hirose's high quality components triggered Mouser's accelerated expansion that includes access to Hirose's entire portfolio.

- FFC / FPC Connectors – hundreds of options; gold-plated mating area; 4 – 120 positions; and mounting heights from 0.6mm to 4.85mm. The new [BM10 Series](#) of 0.4mm pitch connectors feature stacking heights of 0.6mm or 9.8mm, allowing a space savings of 2.98mm in depth. Also new, [FH28 Series](#) of 0.5mm ZIF connectors provide a 2.5mm board height. [Learn more about Hirose FFC / FPC.](#)
- Circular Connectors – including the [HR30 Miniature Waterproof Plastic Connectors](#), rated IP67 for complete protection against dust and water penetration and feature a built-in lock/release mechanism. Hirose just expanded the popular HR30 series and introduced a new overmold version.
- The latest in board-to-board connectors, wire-to-board connectors, and a varied I/O connector collection that includes [MicroSD™ Card connectors](#), Mini-B USB connectors, and the versatile ST Series that supports various kinds of connections with peripheral equipment. To learn more, visit <http://www.mouser.com/hiroseconnector>.

Keith Privett, Mouser's Vice President of Interconnect, is pleased to be offering an expanded Hirose offering to its design engineer customers. "Hirose Electric's commitment to excellence has produced a loyal customer base, and Mouser is now stocking thousands of parts, as well as having access to Hirose's entire portfolio."

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The Newest Products For The Newest Designs

Rick van Weezel, Hirose Electric (USA) Vice President of Sales & Marketing, says, “Hirose launched our relationship with Mouser in January 2009 and they have far exceeded our sales growth expectations. Mouser is a world class organization and they have now taken the next big step to position themselves for incremental growth in the marketplace. We appreciate all their efforts and look forward to a long and mutually beneficial relationship.”

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 Hirose Electric

Hirose Electric Company specializes in the manufacture of connectors and has been a contributor to the development of the electronics sector for over 70 years. Their modest and humble business philosophy of seeking wisdom from all sources and incorporating that knowledge to maintain high quality and efficiency has earned Hirose a loyal customer base. Hirose is also committed to environmental issues in the manufacture of connectors such as coaxial connectors, FFC / FPC connectors, and single and double row connectors. Visit <http://www.hiroseusa.com/>.

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