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## For Immediate Release

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## Mouser Electronics and IAR Reach Distribution Agreement

***Stock includes Embedded Workbench® for MCU and MPU architecture software, J-Link Debugging, and KickStart™ Kits***

Mansfield, Texas, USA – December 17, 2008 – [Mouser Electronics](http://www.mouser.com), Inc., known for its rapid introduction of the newest products, today announced it has reached a distribution agreement with [IAR Systems Software](http://www.iar.com), Inc., a leading provider of C/C++ compilers and other leading software tools for embedded systems based on 8-, 16-, and 32-bit microcontrollers for the medical, consumer, industrial automation, and automotive industries.

Mouser will stock IAR Systems development tools for many major MCU and MPU architectures, including evaluation and debugging tools. Products in the IAR line will include the Embedded Workbench, a completely integrated development environment that provides a C/C++ Compiler, project manager, editor, build tools, and debugger; KickStart Kits, dev kits that provide all the tools needed to develop embedded applications right out of the box; and J-Link, a USB-JTAG/SWD debug probe for ARM processors.

“Development tools are often the first purchase that an engineering team makes when beginning a new product design,” notes Mike Scott, Mouser Vice President of Active Products. “IAR’s Embedded Workbench line is one of Mouser’s most requested development tools, and so IAR Systems was a logical addition to our linecard in support of our many MCU and MPU suppliers’ products.”

“We are happy to have Mouser as a distributor,” said Nadim Shehayed, Area Manager of IAR Systems Software, Inc. “As a leading catalog and on-line distributor, Mouser expands IAR Systems’ reach and offers an excellent convenience for a wide range of our customers.”

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.

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

Mouser Electronics is the only major distributor to publish a new 2,100+ page print catalog every 90 days. In addition, its website with interactive online catalog is updated daily, 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.

### **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 366 manufacturers. Mouser's 2,100+ 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 [www.mouser.com](http://www.mouser.com).

### **About IAR**

IAR Systems Software, Inc. works with an extensive network of semiconductor partners to create tools that allow designers to develop premium products based on 8-, 16-, and 32-bit microcontrollers. IAR provides C/C++ compilers and other leading software tools for embedded systems. For more information, visit [www.iar.com](http://www.iar.com).

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