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For Immediate Release

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Mouser Electronics and Memtech Ink Global Distribution Agreement

Mansfield, Texas, USA – October 30, 2006 – Mouser Electronics, Inc., the fastest growing catalog distributor in the electronics industry, today announced it has signed a global distribution agreement with Memtech to distribute the company's IDE and SCSI solid state flash drive products.

Memtech, a subsidiary of SimpleTech, Inc., takes storage to the extreme with its ultra rugged and reliable solid state flash drives. Featuring the Kicker™ Hold Up Circuit for unparalleled data security, high write endurance, low profile and cached speeds that deliver high quality solid state flash drive solutions. Drive products are designed for low power consumption in critical operating conditions, built to withstand extreme temperature, pressure, moisture, shock, vibration, and power loss.

Because Memtech drives are completely solid state with no moving parts, there is no wearing out of the mechanism. In addition, no special drivers or flash file managers are required to interface the drives. Each drive undergoes a thorough and rigorous five-step EnduroTest™ procedure to ensure suitability for harsh environments and extreme conditions. Memtech's drives have been used by hundreds of systems integrators and OEMs to service applications in government, military, aerospace, energy, manufacturing, transportation, and telecommunications market sectors.

According to Michael Nilsson, SimpleTech Vice President of Worldwide Sales, Memtech can now offer customers the advantage of its distribution partnership with Mouser in the rapid adoption of solid state drives in the military, aerospace, and industrial market segments. Nilsson stated that "Mouser's engineering focus and unsurpassed design fulfillment capabilities will further help our customers bring their products to market quickly and effectively."

The distribution agreement with Memtech is in keeping with Mouser's business model of delivering the newest technology products from inventoried stock, thus delivering a time-to-market advantage for design engineers who need to get their next generation designs to market more quickly, according to Mike Scott, Mouser Vice President of Active and Passive Components.

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“Mouser is pleased to partner with Memtech to help introduce their leading-edge solid state drives to design engineers more quickly than any distributor in the industry,” Scott said.

Scott went on to state that Mouser not only launches new products daily on its website, but that the company is the only distributor to publish a new 1,800+ page print catalog every 90 days. The distributor is also known for its many unique marketing processes to better reach that critical base of design engineers. In addition, Mouser provides same-day shipping and no minimum order requirements on most orders, which will further enable Memtech to get products quickly into the hands of the distributor’s unique design engineering customer base.

About Mouser

Mouser Electronics, a privately-held company and a subsidiary of TTI, Inc., is the fastest growing broad-line catalog distributor in the electronics industry and the **only** distributor whose rapid new product introduction gives customers a **time-to-market advantage!**

Mouser is the **only** distributor to publish a new 1,800+ page print catalog every 90 days! The catalog has a yearly circulation of one million, with quarterly mailings of 250,000. In addition, its first-class website is updated daily and has over 700,000 products available for online purchase 24 hours every day. Mouser.com also provides more than 490,000 downloadable data sheets, over 1.5 million cross-references, and global shipment to 170 countries.

Known for best-in-class customer service with its one-call solution, Mouser sells innovative products from over 325 premiere suppliers of semiconductors, optoelectronics, embedded solutions, passives, circuit protection, interconnects, wire and cable, electromechanical, sensors, enclosures and thermal management, power sources, test, tools, and specialty products. For more information about Mouser Electronics, visit www.mouser.com.

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