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## For Immediate Release

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## **Mouser Electronics Receives Outstanding Sales Achievement Award from Microchip Technology**

### ***Mouser's 2008 sales increase 84% over 2007***

**Mansfield, Texas, USA – February 19, 2009** – Mouser Electronics, Inc., known for its rapid introduction of the newest products, today announced it has received an award for Outstanding Sales Achievement for 2008 from Microchip Technology, a leading manufacturer of microcontroller and analog products.

Mouser's sales achievement was a direct result of the cooperative, collaborative relationship between Mouser and Microchip. Microchip's continuous release of new products, combined with Mouser's ability to rapidly launch new products via the web and its quarterly catalog, allowed immediate product availability to the design engineering community. The resulting response from buyers was overwhelming and led to record breaking sales numbers. While Mouser's 2008 sales increased 84%, even more impressive is that Mouser's Microchip customer base increased 250% over 2007.

Glenn Smith, President and CEO of Mouser, states "The entire Mouser team proudly accepts this award from Microchip. This great achievement is indicative of Mouser's commitment to become the world's most preferred source of components for the electronics design engineer and a confirmation of Mouser's promise to provide the latest, newest products and technologies as quickly as possible."

Known for its broad-based product line, unsurpassed customer service, and logistics, Mouser continuously offers customers the most innovative products and latest technologies for their new design projects.

Mouser Electronics is the only major distributor to publish a new 2,184+ 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.

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

### **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 390 manufacturers. Mouser's 2,184+ 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 Microchip Technology**

Microchip Technology Inc. (NASDAQ: MCHP) is a leading provider of microcontroller and analog semiconductors, providing low-risk product development, lower total system cost and faster time to market for thousands of diverse customer applications worldwide. Headquartered in Chandler, Arizona, Microchip offers outstanding technical support along with dependable delivery and quality. For more information, visit the Microchip website at <http://www.microchip.com>. *Note: The Microchip name and logo, and PIC are registered trademarks of Microchip Technology Inc. in the USA and other countries. All other trademarks mentioned herein are the property of their respective companies.*

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