



1000 N. Main Street
Mansfield, TX 76063
www.mouser.com

(817) 804-3800

For Immediate Release

EDITORIAL/READER CONTACT:

Ellie Rovai

Marketing Communications Manager

Mouser Electronics, Inc.

(817) 804-3857 Direct

(817) 804-3803 Fax

ellie.rovai@mouser.com

Mouser Electronics Receives Multiple NEDA Channel Marketing Awards

Mansfield, Texas, USA – November 28, 2006 – Mouser Electronics, Inc., the fastest growing catalog distributor in the electronics industry, today announced it received five Channel Marketing Awards from the National Electronics Distribution Association (NEDA).

The awards included Platinum Excellence for Full Page Co-op Advertising, as well as Gold Achievement awards for Complete Image Advertising Campaigns, Electronic (e-newsletter) Direct Mail, Print Direct Mail, and Company Website.

“We are extremely pleased and honored to receive such accolades across all facets of our marketing communications efforts,” said Glenn Smith, Mouser President and CEO. “It’s very gratifying to be recognized for our innovative marketing plans that reinforce our unique time-to-market advantage.”

Mouser’s ability to rapidly introduce the newest products and the latest technologies to the engineering community is due to its unique catalog and first-class website. The company is the **only** distributor to publish a new 1,800+ page print catalog every 90 days and has a yearly circulation of one million, with quarterly mailings of 250,000. In addition, its website is updated daily and has over 720,000 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 shipments to over 170 countries.

Mouser Electronics is considered the small order logistics expert in the distribution industry. Focusing primarily on the concept, design-in, and prototyping stages of the design cycle, customers represent a wide range of small, medium, and large companies, as well as purchasing agents and individual consultants who recommend, specify, and purchase board level components for manufacturers’ product designs. Customers who require immediate availability of low-volume, off-the-shelf components benefit from Mouser’s broad-based product lines, as well as the company’s policy of breaking packs, no minimum order requirements, and same-day shipping. Suppliers seek out Mouser’s unique customer base because other distributors do not have the same broad penetration.

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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!

Known for best-in-class customer service with its one-call solution, Mouser sells innovative products from over 330 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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