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## For Immediate Release

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## Mouser Electronics and NXP Semiconductors Ink Global Distribution Agreement

### *Companies Extend Global Availability of NXP's Innovative Products*

Mansfield, Texas, USA –January 30, 2008 – [Mouser Electronics, Inc.](http://www.mouser.com), known for its rapid introduction of the newest products, today announced it has signed a global distribution agreement with [NXP Semiconductors](http://www.nxp.com), a leading supplier of semiconductors, system solutions, and software. NXP products deliver better sensory experiences in mobile phones, personal media players, TVs, set-top boxes, identification applications, cars, and a wide range of other electronic devices.

According to the agreement, Mouser's inventory includes a variety of NXP products from microcontrollers, power management, RFID ICs, discretes, and Real Time Clocks to RF Mixer ICs, RF Amplifier ICs and Modules, as well as RF Transistors and Transmitters.

"We welcome Mouser as a distributor for NXP Semiconductors," said John Tuley, senior director distribution, NXP Semiconductors. "Mouser's focus on the design engineer coupled with their extensive product-based marketing campaigns will ensure that our newest products are in the hands of an ever-expanding engineering customer base."

"We are pleased to bring NXP's prestigious brand of innovative products to our engineering customers, allowing us to fulfill the requirements of their newest designs," said Mike Scott, Mouser Vice President of Active Products. "As one of the top 10 semiconductor companies in the world, NXP has a superb product selection and a great reputation for service and support that our customers demand."

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.

Mouser Electronics is the only major distributor to publish a new 1,900+ page print catalog every 90 days. In addition, its website with interactive online catalog is updated daily, contains more

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Mouser/NXP Semiconductor  
Page Two

*The Newest Products For The Newest Designs*

than 900,000 products for easy online purchase, provides over 1.5 million cross-references, as well as more than 677,000 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 over 900,000 products online from more than 335 manufacturers. Mouser's 1,900+ 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).

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