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For Immediate Release

Mouser and OSRAM Opto Semiconductors Expand Distribution into Europe

Mansfield, Texas, USA – April 1, 2011 – [Mouser Electronics](#), Inc., a top design engineering resource and global distributor for semiconductors and electronic components, today announces the European expansion of its agreement with [OSRAM Opto Semiconductors](#).

The extended distribution partnership further strengthens Mouser's European line card by providing customers with OSRAM Opto Semiconductors' extensive portfolio of high-performance LEDs for diverse applications. The expansion, agreed upon at the recent Embedded World Show in Germany, fits Mouser's strategic emphasis on supplying innovative solutions to design engineers and small production buyers.

"We are pleased to now offer European design engineers the highly innovative lighting solutions from OSRAM Opto Semiconductors," says Mark Burr-Lonnon, Mouser Vice President of EMEA and APAC Business. "OSRAM Opto Semiconductors is known as world leader in the production of LED and IRED products. They pride themselves in having trend-setting technologies that are shaping the future of lighting. Both our existing and new customers will benefit greatly from this expanded agreement."

"We have enjoyed great success with Mouser as our catalog distributor in America, Canada and Mexico and are excited about broadening our business together in Europe. With our corporate culture focused on innovation, we support Mouser's strategy of being the one-stop source for design engineers and small production buyers. It fits our own company's mission of lighting the future," emphasizes Stephan Kreusel, Director Distribution Europe and Emerging Markets for OSRAM Opto Semiconductors.

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About OSRAM Opto Semiconductors

OSRAM is part of the Industry sector of Siemens and one of the two leading lighting manufacturers in the world. Its subsidiary, OSRAM Opto Semiconductors GmbH in Regensburg (Germany), offers its customers solutions based on semiconductor technology for lighting, sensor and visualization applications. OSRAM Opto Semiconductors has production sites in Regensburg (Germany) and Penang (Malaysia). Its headquarters for North America is in Sunnyvale (USA), and for Asia in Hong Kong. OSRAM Opto Semiconductors also has sales offices throughout the world. For more information go to www.osram-os.com. OSRAM, the parent company, offers its customers a complete supply chain in the LED sector including components, modules and solutions. More than 50% of annual outlay on research and development is devoted to these technologies.

About Mouser

Mouser Electronics, a subsidiary of TTI Inc., is part of the Berkshire Hathaway family of companies. Mouser is an award-winning authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and emerging technologies to electronic design engineers and buyers. Mouser.com features more than 1.8 million products online from more than 400 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 300,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility, south of Dallas, Texas. For more information, visit <http://www.mouser.com>.

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