

For Immediate Release

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Mouser Electronics and Panasonic Electric Works Sign Distribution Agreement

Customers Gain Access to a Wide Variety of Innovative Relays and Sensors

Mansfield, Texas, USA –January 9, 2008 – [Mouser Electronics, Inc.](http://www.mouser.com), known for its rapid introduction of the newest products, today announced it has signed a distribution agreement with [Panasonic Electric Works](http://www.panasonic.com), a leading supplier of relays. Mouser will stock signal, power, PhotoMOS™, solid state, high frequency and automotive relays, as well as NaPiOn motion sensors and NaPiCa light sensors.

“We’re excited about the addition of Mouser to our list of premier channel partners. Their strong reputation of customer service, inventory, and design services within the engineering community significantly enhance the exposure of our product offering during the design cycle,” said Dan Litts, Panasonic Electric Works General Manager of Distribution.

According to Barry McConnell, Mouser’s Vice President of Product Marketing, the distribution agreement with Panasonic Electric Works capitalizes on Mouser’s core competencies of fast introduction, extensive stocking, and promotion of the newest products to the design engineering community.

“Adding Panasonic Electric Works to the Mouser linecard enhances our product offering and allows us to honor our commitment to deliver high quality, innovative products to the design engineering community,” McConnell said.

Mouser’s broad-based product line, unsurpassed customer service, and streamlined warehouse operations make the distributor the design engineer’s one-stop shop for all the components and associated development tools necessary for total project design.

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 than

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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.

About Panasonic Electric Works

Panasonic Electric Works Corporation of America (formerly Aromat) is a market leader in relay, sensor and switching technology. Products include signal, power, PhotoMOS™, solid state and high frequency relays as well as automotive products including power relays, electric vehicle relays and automotive switches. We also market a range of snap-action switches; motion, light, and pressure sensors for safety and energy conservation; and acceleration sensors for mobile devices. We are a leader in the development of MEMS devices and MIPTEC, a MEMS processing technology.

Panasonic Electric Works is a subsidiary of [Matsushita Electric Works, Ltd.](http://www.matsushita-electric-works.com) (MEW). For more information, visit www.pewa.panasonic.com.

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