

For Immediate Release

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Mouser Forms Worldwide Partnership with Apacer Technology

Mansfield, Texas, USA – December 29, 2010 – [Mouser Electronics](http://www.mouser.com), Inc., known for its rapid introduction of the newest electronic components and technologies, today announced it has signed a global distribution agreement with [Apacer Technology](http://www.apacer.com), Inc., a global leader in memory module and digital storage hardware and software.

Apacer Technology is a driving force in state-of-the-art technology for recording, reproducing, and retaining all types of digital data through the production of memory drives, DRAM modules, Solid State drives, SD cards, and compact flash for applications requiring ruggedness and reliability in both the commercial and industrial sector. Mouser's stock includes high performance SS Drives such as the ADM ATA-Disk Module and the SMD SATA Disk Module, as well as Industrial CompactFlash and SAFD Serial ATA Flash Drives.

Russell Rasor, Mouser Vice President of Advanced Technology, says the Apacer product lines fit well with the new demands for data storage in increasingly sophisticated applications. Rasor comments, "Apacer's focus on the memory market provides engineers with a variety of digital storage solutions for both commercial and industrial use. This new partnership also supports our business strategy of stocking the newest products and advanced technologies for the engineer's design needs."

Lawrence Lo, Vice President of Apacer, states, "We are very pleased to have such a reputable distributor in Mouser Electronics to represent our products. This strategic partnership will allow Apacer to launch our solid-state solutions into the extensive market that Mouser targets."

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With its broad product line and unsurpassed customer service, Mouser offers customers the latest, most technologically advanced components for their newest design projects. Mouser Electronics' website is updated daily and searches over 6.7 million products to locate over 1.8 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

About Mouser

Part of Berkshire Hathaway, Inc., Mouser Electronics, Inc. is an award-winning semiconductor and electronic component distributor, focused on the rapid introduction of the newest products and technologies to electronic design engineers. 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 www.mouser.com.

About Apacer Technology

Apacer Technology Inc. offers a wide range of memory modules, industrial SSD, and digital consumer products. Together with its broad R&D, design, manufacturing, and marketing strengths, it has become a leading global manufacturer in the industry. Apacer supplies customers with high performance, reliable, high value memory modules and flash memory via a marketing network that stretches across worldwide distributors, product manufacturing facilities, and retail consumers. Apacer provides innovative, state-of-the-art digital storage products to store, record, and share the digital information crucial to their work and essential to their daily lives. Visit <http://usa.apacer.com/us/products/index.htm>.

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