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## For Immediate Release

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## Mouser Electronics Receives Top Rankings in Most Preferred Distributors Survey Conducted by Electronic Supply & Manufacturing, China, Magazine

Mansfield, Texas, USA –June 24, 2008 – [Mouser Electronics, Inc.](http://www.mouser.com), known for its rapid introduction of the newest products, today announced it received top rankings in the 2008 Most Preferred Distributor survey conducted by Electronics Supply & Manufacturing, China.

Mouser was chosen as one of the most preferred franchised distributors in the Best Logistics Service and Best E-Commerce Capability categories.

The annual survey examines mainland China's electronic components distribution market and provides an overview of customer preference in selecting a distributor. Distributors were divided into franchised and independent distributor categories and rated by Chinese customers in a variety of categories focusing on customer support and service capabilities.

"We are extremely pleased to be identified as one of the most preferred distributors for our logistics service and e-commerce capability," said Mark Burr-Lonnon, Mouser's Vice President – Asia and Europe. "It is especially meaningful because the awards reflect Chinese customer's honest feedback on the service and support they are receiving from distributors."

Burr-Lonnon went on to say that Mouser is a preferred distributor of design engineers because of the distributor's rapid new product introduction, no minimum order requirement, willingness to break packs for smaller prototype orders, as well as their outstanding customer service.

Mouser is dedicated to providing superior service and support to customers worldwide. In addition to sales offices in the United States, Mouser has local sales representatives around the world, including Singapore, Shanghai, and Hong Kong, Tel-Aviv, and Munich.

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.

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*The Newest Products For The Newest Designs*

Mouser's website with interactive online catalog is updated daily, contains more than a million products for easy online purchase, provides over 1.5 million cross-references, as well as more than 900,000 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 more than a million products online from more than 366 manufacturers. Mouser's 2,100+ 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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