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For Immediate Release

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Mouser Electronics Official Sponsor of Microchip Technology's MASTERS 2009 Embedded Control Conference

Mansfield, Texas, USA – April 22, 2009 – [Mouser Electronics, Inc.](http://www.mouser.com), known for its rapid introduction of the newest products, today announced it is an official sponsor of Microchip Technology's 13th Annual MASTERS 2009 Worldwide Conference for Embedded Control Engineers. Throughout the world, [Microchip Technology](http://www.microchip.com) (NASDAQ: MCHP) is a leading supplier of microcontroller and analog semiconductors, as well as embedded solutions.

The Conference, in Phoenix, Arizona July 27 to August 1, 2009, is devoted to technical training for embedded systems design engineers, from the novice to the expert. Designers and managers learn about solutions by interfacing directly with Microchip architects and developers, subject-matter experts, technical partners, third parties, distributor FAEs, and academia. Topics presented cover a broad range of subjects, from board layout topologies to real-world reference designs and embedded applications. Registration for the MASTERS Conference is open at <http://www.microchip.com/masters>.

Mouser's dedication to serving the design engineer's needs is evident, not only through its rapid introduction of the newest products, but by its full customer support of education about those products. "Mouser is pleased to support Microchip in sponsoring this important event. With the constant barrage of exciting new developments in embedded control, Mouser wants to help shorten the learning curve for design engineers," commented Mike Scott, Mouser's Vice President of Active Products.

Mouser's support of Microchip's MASTERS Conference is just one of the many ways that Mouser backs design engineers. Engineers are able to access Mouser inventory directly from a link on www.microchip.com. This strategic partnership between Microchip and Mouser gives engineers the opportunity to source the newest Microchip products and, with Mouser's speedy same-day-shipping,

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designers can start prototyping the next day. With Mouser's dedication to stocking the newest products from Microchip, this time-to-market advantage is a huge benefit for design engineers and small-buy customers that depend on new technology for a competitive edge.

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 2,184+ page print catalog every 90 days. In addition, its 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 390 manufacturers. Mouser's 2,184+ 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 Microchip Technology

Microchip Technology Inc. (NASDAQ: MCHP) is a leading provider of microcontroller and analog semiconductors, providing low-risk product development, lower total system cost and faster time to market for thousands of diverse customer applications worldwide. Headquartered in Chandler, Arizona, Microchip offers outstanding technical support along with dependable delivery and quality. For more information, visit www.mouser.com/microchip.

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