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For Immediate Release

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Mouser Electronics Inks Distribution Agreement with ELECTRONIC ASSEMBLY

Customers Gain Access to Innovative LCD Modules

Mansfield, Texas, USA – October 7, 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 [ELECTRONIC ASSEMBLY](http://www.electronicassembly.com), a leading supplier of well designed, high quality LCD function modules.

Mouser's stock includes a variety of products including dual in-line package (DIP) character and graphic modules, fitting LED backlights, control units with touch panels, DIP on Glass Modules (DOGM) alphanumeric and graphic modules, as well as intelligent graphic displays.

"We welcome Mouser as a distributor," said Ralph Tischer of ELECTRONIC ASSEMBLY. "Mouser's focus on new products for developing technologies, as well as their publication of a new catalog every 90 days, makes Mouser an excellent partner to distribute our LCD products. We form an ideal partnership because we provide the displays that Mouser's customers are seeking."

According to Mike Scott, Mouser's Vice President of Active Products, the distributor is pleased to engage with ELECTRONIC ASSEMBLY to rapidly provide design engineers with new products and technologies.

"ELECTRONIC ASSEMBLY's flexible graphic displays are easily integrated into a design and are perfect for industrial, medical, and automotive applications," said Scott. "As we continue to deliver to our customers the industry's newest and most innovative products for their newest designs, we are excited to add ELECTRONIC ASSEMBLY's intelligent LCD modules to our linecard."

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 Electronics is the only major distributor to publish a new 2,100+ 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 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.

About ELECTRONIC ASSEMBLY

Established in 1977, ELECTRONIC ASSEMBLY markets, develops, and produces LCD function modules and customer-specific LCDs and modules. They are very well known for brilliant displays with perfect functionality and the highest quality. For more information, visit <http://www.lcd-module.de/english.htm>.

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