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## For Immediate Release

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## Mouser Electronics Releases Fourth Quarterly New Product Catalog

### *Catalog No. 632 Features 63 Pages of New Products and 9 New Suppliers*

**Mansfield, Texas, USA – November 1, 2007** – Mouser Electronics, known for its rapid introduction of the newest products, today announced that the fourth edition of its new 2007 catalog is now available. Catalog No. 632 (November 2007 – January 2008) features 1,984 pages of the newest products and latest technologies from over 335 premiere electronic component suppliers.

Engineered as a reference guide for engineers, Catalog 632 contains 63 pages of new products while 23 pages of not-for-new-design products were deleted, thus ensuring design engineers access to the latest, most up-to-date products available for their new design projects.

Mouser Electronics is the only major distributor in the industry to publish a new catalog every 90 days. Due to the constant evolution of new products, new technologies, and new applications for existing products, Mouser's catalog makes it easy to quickly find the latest product information. Colored logos and banners easily identify new products, new technologies, and new suppliers; while four-color, heavy stock section guides aid in quick identification of product categories.

This latest edition includes pages of new products and technologies from suppliers across the board including Texas Instruments, Microchip, Cypress, Fairchild, Omron, Bourns, Teledyne, Molex, Vishay, Tyco, KEMET, NKK Switches, Fluke, and numerous other suppliers. Catalog 632 also features products from 9 new suppliers added since the August 2007 edition.

"Mouser excels at rapid new product introduction so our engineering customers can quickly satisfy the demands of their latest innovations," said Mouser President & CEO Glenn Smith. "By publishing a brand new print catalog every 90 days and updating our interactive online catalog daily, we give our customers a time-to-market advantage that no other distributor in the industry offers."

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***The Newest Products For The Newest Designs***

With an annual circulation of over one million and quarterly mailings of 265,000 worldwide, Mouser's new print catalog contains over 190,000 products and is designed to work in concert with the distributor's online catalog featuring more than 880,000 products for easy browse and buy. In addition, mouser.com contains more than 1.5 million cross-referenced parts, over 677,000 downloadable data sheets, as well as supplier-specific reference designs, applications notes, and other technical design information.

Mouser is well-known for its outstanding customer service, making it easy to do business with the company. Streamlined pick-and-ship warehouse processes, excellent technical support, and no-minimum orders, allow same-day shipping on most orders received by 8 pm Central Standard Time.

### **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 880,000 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](http://www.mouser.com).

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