



1000 N. Main Street  
Mansfield, TX 76063, USA  
mouser.com

(817) 804-3800

## For Immediate Release

### EDITORIAL/READER CONTACT:

**Larry Johannes**

Vice President Strategic Marketing

Mouser Electronics, Inc.

(817) 804-3534 Direct

(817) 804-3803 Fax

[Larry.Johannes@mouser.com](mailto:Larry.Johannes@mouser.com)

## Mouser Electronics Awards “*Best in Class*” Partners for 2010

Mansfield, Texas, USA – August 25, 2010 – [Mouser Electronics, Inc.](http://www.mouser.com), known for rapid introduction of the newest electronic components and technologies, today announced the presentation of the *Best in Class* award to those individuals representing our suppliers who performed at the highest level to support ongoing marketing programs and initiatives for 2010.

The awards ceremony was held on August 2, 2010 during the 15<sup>th</sup> Annual Mouser-Supplier Golf Tournament. Winners of the *Best in Class* award were selected by Mouser using five criteria: – Promoting the product line within Mouser, –Finding solutions to grow Mouser and supplier market share, –Strategic partnering with the Mouser team, –Working together to launch new products, and – Maximizing Mouser’s unique value proposition within their own businesses.

### Winners of the Mouser *Best in Class* award:

**Larry Buckley**, National Distribution Manager, 3M Electronic Solutions

**Canda Carr**, General Manager Global Distribution, Tyco Electronics

**Ryan Crouch**, Corporate Sales Director, Freescale Semiconductor

**Anna Greashaber**, Marketing Communications Manager, Honeywell Sensing and Control

**Scott Johnson**, Corporate Account Manager, Texas Instruments

**Dawn Manhart**, Corporate Distribution Manager, Littelfuse

**Steve Nye**, Strategic Account Manager, Vishay

**Sue Rios**, Channel Sales Account Manager, Digi International

**Steve Shoemaker**, President, Advanced Web Offset

**Doug Steele**, Global Vice President of Catalog Distribution, Harwin

**Cheryl Swaim**, Account Executive, KEMET

**Caroline Wells**, Distribution Sales Representative, Omron Corporation

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Glenn Smith, Mouser President and CEO, commented, "It's a great pleasure to express our gratitude and publicly recognize the winners of the Mouser 2010 *Best in Class* award. These individuals were incredibly supportive and showed great creativity. Our record growth is due, in large part, to the unwavering commitment of suppliers who help us introduce the newest products and latest technologies. Our commitment to becoming the most preferred distributor of design engineers is strengthened with the help of business associates who champion our mutual goals. Congratulations to each of them on a job well done, and thank you to the companies they represent for sharing these winners with Mouser."

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 a 1.7 million 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**

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 1.7 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 270,000 customers in 170 countries from its 432,000 sq. ft. state-of-the-art facility in Mansfield, Texas. For more information, visit <http://www.mouser.com>.

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