



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

(817) 804-3800

For Immediate Release

Mouser Named First Major Distributor for Code Red Technologies

Lineup includes Code Red's Suite of Dev Tools for ARM-based 32-bit microcontrollers from NXP and Texas Instruments

Mansfield, Texas, USA – May 2, 2011 – [Mouser Electronics](#), Inc., a top design engineering resource and global distributor for semiconductors and electronic components, announced its worldwide distribution agreement with [Code Red Technologies](#). Code Red Technologies is a company that specializes in creating innovative and powerful software development tools for 32-bit microcontrollers, enabling embedded systems designers to get their applications running in just minutes instead of weeks.

With this new agreement in place, Mouser is the first major distributor authorized to offer Code Red Technologies' suite of development tools for ARM-based 32-bit microcontrollers from NXP and Texas Instruments to customers worldwide. Code Red's development tools deliver class-leading, small-memory footprints for memory constrained devices. In addition, their unique technology is able to provide unprecedented levels of debug visibility at runtime.

Mouser is also carrying Code Red educational kits that are designed to deliver everything engineers need to build and debug complete microcontroller systems, out of the box, with no fuss and no add-ons. The educational kits are priced to enable educational institutions to get access to world-class tools and platforms. Visit http://www.code-red-tech.com/education_kits.php.

"We are very pleased to announce this new distribution agreement with Code Red Technologies," shares Russell Rasor, Mouser Vice President of Advanced Technologies. "Adding Code Red's product line to Mouser's inventory signifies our commitment to provide our customers with a broad selection of industry-leading design tools for embedded systems development."

"Mouser will help us to continue our growth with ARM Cortex-M class Microcontrollers and expand our global customer base without losing sight of design engineers' and buyers' demanding design and delivery schedules," says Code Red's CEO John Rayfield. "We are pleased to have a distribution partner that's as committed to customer service excellence and delivering innovative products for new design as we are."

With its broad product line and unsurpassed customer service, Mouser offers 17 global customer support centers and the latest, most technologically advanced components for customers' newest design projects. Mouser Electronics' website is updated daily and searches more than 7.5 million products to locate over 1.9 million orderable 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.

– continued –

About Code Red Technologies

Code Red Technologies is a forward-thinking company founded on a mission to deliver innovative and powerful development tools for 32-bit microcontrollers – enabling embedded systems designers to get running with their applications in just minutes instead of weeks. By providing unprecedented levels of visibility into target systems, our products incorporate unique technology that enable the rapid development and debugging of fully featured embedded applications. Code Red Technologies is a privately held company, incorporated in the UK and USA, with offices in Cambridge, England, and San Francisco, California. For more information, visit <http://www.code-red-tech.com>.

About Mouser

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 1.9 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 300,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit <http://www.mouser.com>.

Trademarks

Mouser and Mouser Electronics are registered trademarks of Mouser Electronics, Inc. All other products, logos, and company names mentioned herein may be trademarks of their respective owners.

For information, contact:

Larry Johannes, Mouser Electronics, Inc.

Vice President, Strategic Marketing

+817-804-3800

larry.johannes@mouser.com

For press inquiries, contact:

Kelly DeGarmo, Mouser Electronics, Inc.

Corporate Communications & Media Relations Manager

+817-804-7764

kelly.degarmo@mouser.com