

For Immediate Release

Mouser and Critical Link Launch Global Distribution Agreement

July 12, 2011 – [Mouser Electronics](#), Inc., a top design engineering resource and global distributor for semiconductors and electronic components, made public today its new worldwide distribution agreement with [Critical Link LLC](#). Critical Link provides an extensive family of custom, off-the-shelf products used by engineers as building blocks to accelerate their product development efforts for industrial and scientific applications. Working in support, Mouser caters to design engineers and buyers by delivering What's Next in emerging technologies.

This new international distribution agreement between Critical Link and Mouser gives engineers a high-performance CPU platform that accelerates the product development cycle. Specifically, the MityDSP and MityARM platforms are small form-factor, customizable system on modules (SoM) featuring DSP and/or ARM, and FPGA, that couples best-in-class, off-the-shelf technology with Critical Link's last-mile I/O customization. This framework can help engineers bring their quality applications to market faster and with more cost-effectiveness. The MityDSP/MityARM family covers a broad range of processors, including TI's Integra OMAP-L138 ARM + DSP, Sitara AM1808, and Sitara AM1810 ARM Processors for applications requiring PROFIBUS support.

"With the addition of Critical Link's innovative off-the-shelf products, we expand our portfolio of system-on-modules to aid design engineers in speeding new product development," explains Russell Rasor, Mouser Vice President of Advanced Technologies. "Critical Link shares Mouser's focus on delivering products that bring a speed-to-market advantage. We are excited to offer Critical Link's technology to our customers worldwide."

"We are pleased to team with Mouser and become a part of an extensive and highly-regarded network that's laser-focused on meeting the needs of design engineers and buyers," says Critical Link Vice President Tom Catalino. "We look forward to strengthening our company's market presence by providing the MityDSP and MityARM families of leading-edge SoMs to an ever-growing list of international customers."

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With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. Mouser offers customers 17 global support locations and the latest, most technologically advanced components for their newest design projects. Mouser Electronics' website is updated daily and searches more than 8 million products to locate over 2 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.

About Mouser Electronics

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 2 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>.

About Critical Link

Syracuse, New York-based Critical Link is an electronics product development company providing off-the-shelf building blocks and embedded engineering services to a broad range of industries, including scientific instrumentation, manufacturing instrumentation, test & measurement, communications, and defense. For more information, visit <http://www.criticallink.com>

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