



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

(817) 804-3800

For Immediate Release

EDITORIAL/READER CONTACT:

Kevin Hess

Vice President Technical Marketing
Mouser Electronics, Inc.
(817) 804-3833 Direct
(817) 804-3803 Fax
Kevin.hess@mouser.com

Mouser Website Ranks #1 According to the 2010 EETimes Group Study

Mansfield, Texas, USA – June 2, 2010 – [Mouser Electronics, Inc.](http://www.mouser.com), known for its rapid introduction of the newest products, today announced that its website was rated #1 in seven prestigious website categories, based on the [2010 Distributor Customer Evaluation Study](#) conducted by EE Times Group. Mouser outperformed a group of 13 distributors in the website functionality portion of the EETimes Group Study, which reported the results from a broad range of customers, including design engineering, supply chain, and corporate management. The 2010 survey yielded the highest number of respondents in the history of the study.

Mouser took top honors in the following seven categories:

1. Most complete overall content
2. Best comprehensive technical information
3. Accurate search engine
4. Can easily order
5. Ease of navigation
6. Is well organized
7. Offers easy to use parametric search capabilities

Hayne Shumate, Mouser Vice President Internet Business, commented, "This was welcomed feedback and exciting for Mouser, not only because our site was rated number one in all of the categories most important to design engineers, but because the survey had such broad participation."

Mouser's website is updated daily with the newest products and the latest technologies, adding to an online catalog of nearly 7 million searchable parts. On an average business day,

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Mouser.com receives over 60,000 unique visitors. Engineers and buyers utilize many available online services, such as a BOM tool, access to order history, project and cart sharing, and navigating the industry's most advanced [online catalog](#). Mouser's new high performance online catalog allows you to browse, search, check stock and pricing, and buy without ever leaving the pages of the catalog.

The results of the survey reinforce Mouser's decision to build a world-class website in 14 languages and 18 currencies across 38 countries. "If you add together all of the hours our customers spend researching the latest product information, building BOMs, checking stock and price, and placing orders for same day delivery, you find that every business day our visitors are spending 1.5 years on our website. We put a lot of effort into making that experience productive for engineers and buyers," Shumate said.

Known for its focus on design engineers with its broad product line, unsurpassed customer service, advanced on-line catalog and innovative product marketing, Mouser continuously offers customers the newest products and latest technologies for their new design projects.

Mouser Electronics' website with interactive online catalog is updated daily and searches over 6.7 million products to locate over a 1.6 million part numbers available for easy online purchase. Plus, it houses downloadable 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 1.6 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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