



Mouser Electronics - Shanghai
Suite 07, Floor 15A, 1258 Yuyuan Road,
Greenland Commercial Building,
Changning District, Shanghai 200050,
China
mouser.com

Phone: +86 (21) 6360-6111
Fax: +86 (21) 6360-0189
Email: Shanghai@mouser.com

For Immediate Release

Mouser Electronics Wins ESMC's Most Satisfactory Overseas Franchised Distributors Award in China

June 6, 2012 – [Mouser Electronics](http://www.mouser.com), Inc., a leading design engineering resource and global distributor for semiconductors and electronic components, has received the Most Satisfactory Overseas Franchised Distributors Award in China. The prestigious award was presented after the completion of 12th Annual Electronic Components Distributor Survey in China which was conducted by Electronics Supply & Manufacturing-China (ESM-China). Since opening its Customer Support Center in China in 2007, Mouser has received top awards from ESMC for five consecutive years in 2008, 2009, 2010, 2011 and 2012.

"We are very honored to receive high recognition from Chinese customers and readers, which shows our customer service approach for the Chinese market is on the right track," says Mark Burr-Lonnon, Mouser Vice-President of APAC business. "Establishing our business in China is one of our primary goals. It's an important stage for Mouser in terms of business operation in China which is enabling our customer service and technical support teams to provide more efficient service in local language and local currency."

Burr-Lonnon continues, "We also continue to build top-of-mind awareness for Mouser. As the founding member of CEDA, we've participated in the major electronics shows and technical seminars in China to communicate via face-to-face the Mouser difference and the many advantages we deliver and promise to local customers. We are pleased to sponsor the history-making Chinese race car driver - Ho-Pin Tung, as well as the first Indy 500 races in China- the Indy Qingdao 600. These racing events are great chances to market China to the world."

The Annual Electronic Components Distributor Survey in China, held for 12 years, presents the importance of the electronics components industry. The annual survey examines mainland China's electronic components distribution market and provides an overview of customer preference in selecting a distributor. Distributors were divided into franchised and independent distributor categories and rated by Chinese customers and the industry analysts in a variety of categories focusing on customer support and service capabilities.

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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 from over 450 suppliers. Mouser is an authorized, trusted source for the latest semiconductors and electronic components, and is known for its rapid introduction of the newest technologies from the industry's top manufacturers. As such, Mouser has been honored with numerous industry awards for its best-in-class practices.

At the recent 2012 Electronic Distribution Show and Conference (EDS) in Las Vegas, NV, Mouser received many accolades and awards from its supplier partners, including [Amphenol Industrial](#), [CDE](#), [Crydom](#), [EDAC](#), [Emerson Connectivity Solutions](#), [KEMET](#), [Keystone Electronics](#), [Littelfuse](#), [Lumex](#), [Neutrik](#), [NKK](#), [NKK Switches](#), [NorComp](#), [Ohmite](#), [Qualtek](#), [Roving Networks](#), [Schaffner](#), [Schneider \(Magnecraft Products\)](#), [TDK/Epcos](#) and [VCC](#).

The global distributor operates 19 Customer Support Centers across multiple continents with 42 websites and 17 currencies. Mouser Electronics' websites are updated daily and search more than 8.9 million products to locate over 3 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 3 million products online from more than 450 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 375,000 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.cn>

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For information, contact:
Daphne Tien, Mouser Electronics
Director,
Marketing/Business Dev./APAC
+886 (2) 2799 2096 #4816
daphne.tien@mouser.com

For APAC press inquiries, contact:
Ceres Wang, Mouser Electronics
Adv & Communications Mgr. Asia
+886 (2) 2799 2096 #4817
+886 953 091 539
ceres.wang@mouser.com