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For Immediate Release

Mouser wins ESM, China Special Achievement Award for High Growth

June 20, 2011 – [Mouser Electronics](#), Inc., a leading design engineering resource and global distributor for semiconductors and electronic components, has won the 2011 Special Achievement Award for high growth. Mouser demonstrated outstanding performance in electronic component distribution achieving more than 200% revenue growth in the Chinese market. The prestigious industry award was presented to Mouser after review of the 11th annual Electronic Components Distributor Survey, conducted by Electronics Supply & Manufacturing, China.

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 in a variety of categories focusing on customer support and service capabilities.

"We are honored to receive this award as it clearly demonstrates our continued success and rapid expansion in the Chinese market," says Mark Burr-Lonnon, Mouser Vice-President of APAC Business. "The market in China is critical to Mouser's global business, just as it is for the whole electronics industry. In order to accelerate the expansion in the Chinese market, Mouser continues to add investment in the region. We are opening new customer support centers to complement the current Shanghai and Hong Kong locations this year to provide just-in-time and local language service for customer service, sales and technical support."

"We also continue to build strong awareness for Mouser," Burr-Lonnon continues. "Not only are we a founding member of CEDA, but we have established our Asia marketing team this year to strengthen our market presence, especially in China. We are excited to sponsor the first Chinese auto-racing driver Ho-Pin Tung at the Indianapolis 500 and in a number of other strategic international races this year. This was a great chance to market China to the world. Overtaking the 200% revenue growth rate is the challenge encouraging us to advance."

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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, including six Asia offices, plus 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 ESM China

ESM China is a monthly magazine with a focus on the electronics industry and market trends in China. The China Electronic Components Distributor Survey has been conducted since 2001, and has become an authoritative survey of the electronic components distributor industry in China. For more information, visit <http://www.esmchina.com>.

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-- 30 --

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