



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

(817) 804-3800

## For Immediate Release

### **Mouser Applauds Design Innovation as Key Sponsor of 2012 UBM Electronics ACE Awards**

**March 26, 2012** – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced its platinum sponsorship of this week's UBM Electronics ACE Awards (March 27, 2012, Fairmont Hotel, San Jose, California). This event celebrates the promise of new talent and innovation among today's engineering community and honors the lifetime achievement of a top industry veteran whose contributions have had a demonstrable impact on technological, business and cultural advancements around the world.

The 2012 UBM Electronics ACE Awards, presented by *EE Times* and *EDN*, will showcase the best of the best in today's electronics industry, including the hottest new products, start-up companies, design teams, executives and more. Winners will be announced at the ACE Awards Event taking place Tuesday, March 27th at the Fairmont Hotel San Jose during DESIGN West 2012.

"Mouser proudly supports the ACE Awards as this event recognizes the significant achievements of the electronics design community and its impact on the global technology economy," says Larry Johannes, Vice President of Strategic Marketing at Mouser Electronics. "Mouser is a key driver in elevating the innovations of electronics engineers and the industry's vital contributions to advancements in high technology."

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 19 global support locations and stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects.

-- continued --

Mouser Electronics' website is updated daily and searches more than 8.7 million products to locate over 2.8 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 2.8 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 325,000 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.

-- 30 --

Further information, contact:  
Larry Johannes, Mouser Electronics  
Vice President Strategic Marketing  
(817) 804-3534  
[larry.johannes@mouser.com](mailto:larry.johannes@mouser.com)

For press inquiries, contact:  
Kelly DeGarmo, Mouser Electronics  
Corp. Communications & Media Relations Mgr.  
(817) 804-7764  
[kelly.degarmo@mouser.com](mailto:kelly.degarmo@mouser.com)