

## For Immediate Release

### Mouser Sharpens Focus as Diamond Partner of APEC 2012

**January 25, 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 that it will support the Applied Power Electronics Conference and Exposition (APEC) 2012 through a Diamond Partner Sponsorship in Orlando, FL, February 5-9. The event highlights issues for the practicing power electronics engineer.

APEC '12 is an exciting event that focuses on the practical and applied aspects of the power electronics business, as well as addresses issues related to the industry. The conference will provide electronic expositions, courses taught by experts, special presentations, and the opportunity to network with other electronics professionals. APEC has been held every year since April 1986 and is now considered to be one of the world's leading conferences for the power electronics industry.

This Diamond Partner Sponsorship underscores Mouser's commitment to advancing technological innovation to the practicing power professional. The exhibitions of world-class experts will be displayed along with the widest selection of the latest power electronics creations. The event is geared towards providing technical content to anyone interested in the electronics industry. Other show sponsors include some of Mouser's top suppliers such as [Cree](http://www.cree.com), [International Rectifier](http://www.internationalrectifier.com), and [Vishay Intertechnology](http://www.vishay.com). More than 30 of Mouser's supplier partners will exhibit at the conference. To learn more, visit <http://www.mouser.com/apec2012/>.

"We are excited to support the APEC 2012 Conference as a Diamond Partner," says Larry Johannes, Mouser Vice President of Strategic Marketing. "This is a great opportunity for anyone interested in the power supply industry to gain valuable knowledge, discover ideas, and network with professionals from all over the world. APEC 2012 is a conference design engineers cannot afford to miss."

"We are pleased to have Mouser Electronics as a Diamond Partner for this year's event," says Greg Evans, Publicity Chair for the 2012 APEC Conference. "Their contribution, along with that of our other partners, helps to make the show even more successful. This year's event is shaping up to be the best ever."

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

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