



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

(817) 804-3800

For Immediate Release

Mouser Joins Penton Media to Raise Awareness of Counterfeit Parts

December 5, 2011 – [Mouser Electronics](#), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced its sponsorship of the “Counterfeit Components Workshop,” presented by Penton Media, at California’s Irvine Marriott. The educational event, held in December, highlights the importance of avoiding counterfeit components in the field of electronic design.

The issue of counterfeit components made national headlines recently when the United States Senate Armed Services Committee held a hearing in early November to discuss the ongoing issues with counterfeit electronic parts at the U.S. Defense Department’s supply chain. According to the Senate Armed Services Committee briefs, counterfeit parts are taking an increased toll on military applications. Even a minor defect in a component can have a significant negative effect on reliability, productivity and budgeting.

As a world-class distributor committed to providing genuine, authorized components, Mouser announced earlier this year that it completed the rigorous audits to be registered as an [AS9120A Distributor](#). AS9120A is a quality management certification for distributors to the aerospace industry. The high standard addresses chain of custody, traceability, control and availability of records. AS9120A certification requires rigorous purchasing, handling, storage, and traceability controls to prevent counterfeit and non-conforming electronic components from entering the supply chain.

“Customers can trust that Mouser is delivering authorized genuine components,” says Pete Shopp, Mouser Electronics Senior Vice President of Business Operations. “From sales to shipping, Mouser is committed to meeting customer requirements for the right product - on time.”

Shopp also notes that Mouser is a member of the Electronic Components Industry Association (ECIA) and the China Electronics Distributor Alliance (CEDA), two industry organizations that work to support supply chain standards. According to ECIA, the most effective method for preventing counterfeit electronic components from entering the supply chain is to obtain those components only from the original manufacturer (OCM) or from OCM authorized distributors. Mouser is an OCM authorized distributor.

-- continued --

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>

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

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