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For Immediate Release

Mouser Offers Chinese Customers RMB Currency and UnionPay

Design Engineers & Buyers to Benefit from Seamless Transactions

June 11, 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 is now fully transacting e-commerce with the Chinese Renminbi (RMB), a progressive step towards more seamless transactions and streamlined logistics throughout Asia.

After obtaining approval in 2011 from the Chinese government to transact business in the RMB, Mouser is now also accepting UnionPay's *ChinaPay e-payment* service. The Renminbi is the official currency of the People's Republic of China. China UnionPay (CUP) is China's government-backed inter-bank transfer network and Chinese bank card organization.

"We are very excited to be able to accept the Renminbi, along with UnionPay, as Mouser's newest addition to our transactional currencies," says Mark Burr-Lonnon, Mouser Vice President of APAC Business. "By securing permissions from China to trade with the Renminbi, we are now able to fully support the China market rather than only those customers trading in US Dollars. For design engineers and buyers in China, this will mean faster, better customer service for customs and delivery. This positions Mouser as a serious player within the Chinese market."

The RMB and UnionPay support is expected to accelerate Mouser's rapid growth in China, especially by making web transactions much easier on www.mouser.cn. Mouser began accepting RMB in late 2011 for sales conducted with the Mouser Shanghai Branch. Now Mouser is fully accepting RMB on the Mouser China website, allowing an ever increasing number of customers to purchase in their local currency and pay on-line with *ChinaPay's e-payment* service. The significance of conducting business in RMB is more than just enabling the use of local currency, Burr-Lonnon explains. This positions Mouser to provide a smoother and quicker door-to-door delivery service to all Chinese customers without the inconvenient added costs of customs' clearance and associated costs that will now be built into one easy price.

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Mouser offers local customer support in Shanghai. With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. The distributor now 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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