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For Immediate Release

Mouser and Cree Ink Global Distribution Agreement
Design-Fulfillment Distributor is Positioned to Deliver Greatest Lineup of Lighting Solutions

August 8, 2011 – Mouser Electronics, Inc., a top design engineering resource and global distributor for semiconductors and electronic components, today announced that it has signed a global distribution agreement with Cree, a worldwide leader in LED lighting and silicon carbide (SiC) power products.

The global agreement enables lighting designers worldwide to quickly find, compare, select, and order Cree's latest products, including their innovative line of lighting-class XLamp® LEDs, high brightness LEDs, LED modules, and power products. Cree LED components and solutions are driving improvements worldwide in applications such as general lighting, electronic signs and signals. Cree also is among the world's leading manufacturers of silicon carbide-based diodes for power control and management, providing increased efficiency in a variety of applications from solar inverters to industrial motor drivers to wireless technologies.

Cree gains access to Mouser's highly-successful design engineering marketing programs and to Mouser's state-of-the-art fulfillment operations. The award-winning distributor offers 17 customer support locations across multiple continents with 42 country websites. Mouser's Product Knowledge Centers and application guidance tools will give lighting designers easy access to view Cree's product advantages, technical specifications and data sheets.

"Cree is a progressive company known for top-of-the-line innovations in the LED industry and we are pleased to align with them," says Russell Rasor, Mouser's vice-president of advanced technology. "For design engineers and manufacturers, this means faster access to Cree's LED lighting solutions and SiC power products on a global basis."

"With the distribution might of Mouser behind our products, our customers will not only have worldwide access to our products, but will also have the search and comparison resources available through Mouser's award-winning online catalogs and websites," says Mark Despotes, Cree vice president of global channels. "The service and support Mouser offers as an authorized worldwide distributor is invaluable to us and to our customers."

The agreement reinforces Mouser's commitment to support new solid-state lighting designs by offering a comprehensive lineup of Cree LED components. In support of Cree's products, Mouser will provide engineers with the most innovative optical and mechanical products along with IC-based LED drivers from key suppliers such as Texas Instruments, On Semiconductor, STMicroelectronics and Maxim Integrated Products. This strategically positions Mouser, the design-fulfillment distributor, to deliver advanced lighting technology components to enable a successful new design project.

The Newest Products For Your Newest Designs®

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 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 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.

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