

For Immediate Release

Mouser's New Design Services Referral Program Offers Companies A Way to Accelerate Time to Market with New Products

March 27, 2012 – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, announced the launch of its new [Design Services Referral Program](http://www.mouser.com/design-services).

The Program is a service that connects customers with third-party design firms for contract engineering services. Mouser has partnered with key engineering firms across North America that have expertise in industries such as Alternate Energy, Lighting, Medical and Wireless with a broad range of capabilities including ASIC/FPGA design, embedded systems development and RF applications.

Steve Newland, Mouser Vice President of Americas Sales and Service, explains, "Being the first to enter the market with new products is a constant struggle for many companies. In some cases, businesses can improve their time to market by leveraging third party design firms to augment their own design teams and expertise. Utilizing design firms can also improve cycle time for prototyping and testing which can help them get new products to market faster."

The Design Services Referral Program is relevant at any point in the design cycle from initial concept to design and development, testing and validation, to prototyping and production. To utilize the Program, Mouser customers simply fill out a short online form with the project information detailing the type of service needed. Mouser does the rest by matching the customer to a design partner with the required skills and capabilities. To learn more about Mouser's Design Services Referral Program, visit <http://www.mouser.com/design-services>.

"Our Design Services Referral Program can help our customers shorten their design cycles and get their products to market faster," Newland elaborates. "We are pleased to offer yet another capability that addresses our customers' needs."

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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 8.7 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>.

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