

## For Immediate Release

### Mouser CEO Glenn Smith Receives ECIA Distinguished Service Award

**November 1, 2011** – [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 its CEO, Glenn Smith, has won the Distinguished Service Award at the Electronic Components Industry Association (ECIA) Executive Conference, held last week at the InterContinental Chicago O'Hare Hotel.

The ECIA, a leading non-profit organization dedicated to supporting the expanding needs and interests of the authorized electronics supply chain, created the Distinguished Service Award to honor those individuals who make a significant lasting contribution to the leadership and activities of the organization. Mouser CEO Glenn Smith served as the project chairman for the ECIA authorized.com inventory search website. Smith worked with a team of ECIA members that included professionals from the industry's top authorized distributors and manufacturers to launch the only inventory search website that is limited to manufacturer authorized distribution. The website is a strong tool to assist customers working to prevent counterfeit electronic components from entering the supply chain.

"I am very honoured to receive this award from ECIA," Smith states. "It's gratifying to know that the ECIA member distributors, manufacturers and representatives have recognized me in this way. I am glad that I could contribute to the electronics industry in a meaningful way. I can't thank the association enough for this recognition."

The global design-fulfillment distributor also won first-place 2011 Electronics Choice Industry Awards for Best Digital Marketing/Social Outreach for the company's *What's Next* videos and Best Print Marketing/Corporate Newsletter for its employee newsletter, *Momentum*.

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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>.

### **Trademarks**

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