

For Immediate Release

Mouser Electronics' Marketing Team Honored with Industry's Top Awards

November 15, 2011 – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, announced today that the Mouser Strategic Marketing Team won two first-place marketing awards at the recent Electronic Components Industry Association (ECIA) Executive Conference, held 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, annually gives ECIA members the opportunity to showcase their marketing materials from the past year. The awards honored the most outstanding efforts among 122 entries from 15 companies. Mouser won the 2011 Electronics Choice Industry Awards for Best Digital Marketing/Social Outreach for its *What's Next* videos and Best Print Marketing/Corporate Newsletter for its new employee newsletter, *Momentum*.

"Mouser's marketing approach has evolved a great deal over the past year as we've embarked on a major global branding campaign," says Larry Johannes, Mouser Vice President of Strategic Marketing. "We are extremely honored that the ECIA recognized our creative efforts and our level of design and production quality. I want to thank the Mouser Strategic Marketing team for their hard work and dedication to our brand."

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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>.

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