

For Immediate Release

Mouser Wins EDN China's Best Distributor of the Year Award

November 20, 2012 – [Mouser Electronics](http://mouser.com), Inc., a global design fulfillment distributor for semiconductors and electronic components, has received the top distributor award – **2012 Best Distributor of the Year at Innovation Award** from *EDN China* in Shanghai. The award honors Mouser's outstanding performance on product lead time, technical support and e-supply chain.

This award follows Mouser's recent recognition as one of the "Top 10 Distinguished Distributors for 2012" in China's electronics industry by *HC360.com* and the "Most Satisfactory Overseas Franchised Distributors Award" by the *Electronics Supply and Manufacturing-China (ESMC)* magazine in June.

Mouser has established its Asia marketing team, with six local Customer Service Centers across the region including a Shanghai location, to communicate its unique value proposition to local engineers and buyers by delivering the newest products and advanced technologies for a speed-to-market advantage. The Mouser marketing team is making a local impact through its involvement in the China Electronics Distributor Alliance (CEDA), tradeshow and conference participation, and its sponsorship of Chinese Racing Sensation [Ho-Pin Tung](http://ho-pin-tung.com). These measures not only increase Mouser's engagement with the market, they also enhance the company's brand awareness in China.

"We are honored to win the Best Distributor of the Year Award from *EDN China*. With these recognitions, it demonstrates that our operational strategy in China is on the right track," says Mark Burr-Lonnon, Mouser Vice President of APAC Business.

"Mouser promises to deliver what's next for engineers' latest design projects, along with fast, accurate delivery. Our Customer Service Centre in Shanghai and Mouser's RMB transactions with the UnionPay option have been set up, step by step, to enable us to enhance the efficiency and effectiveness of our service," Burr-Lonnon explains. "We offer local technical support, and continuously launch and upgrade our online tools on Mouser.cn to satisfy the needs of the engineers and buyers."

Mouser's latest version of the [Newest Products](http://NewestProducts.com) and [Applications & Technologies](http://Applications&Technologies.com) sites provide real-time, comprehensive selections of new product information with a product knowledge database, turning knowledge to design know-how. "The new BOM tool is among the most intelligent Bill-of-Materials tools in our industry, making the materials management and procurement process less burdensome for engineers and buyers," Burr-Lonnon continues.

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Burr-Lonnon concludes: "Seventy-five percent of our new customers place their first order via Mouser.com. Mouser is dedicated to upgrading and seeking new online services to optimize the design process by providing the easiest access to the latest products and advanced technologies."

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies from over 450 suppliers. Mouser is an authorized, trusted source for the latest semiconductors and electronic components, and is known for its rapid introduction of the newest technologies from the industry's top manufacturers. As such, Mouser has been honored with numerous industry awards for its best-in-class practices. 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 10 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.

To visit Mouser's Chinese language site, go to www.mouser.cn/.

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.com>.

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