

## For Immediate Release

### **Mouser Electronics Named Finalist for 2011 Elektra European Distributor of the Year Award**

**October 6, 2011** – [Mouser Electronics](#), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced that it has been recognized by a panel of independent judges and nominated for the *Elektra 2011 European Distributor of the Year Award* for the second consecutive year. Last year, the global design-fulfillment distributor took home the top award, winning the prestigious *Elektra 2010 European Distributor of the Year*. Additionally, Mouser is sponsoring the *Elektra 2011 Semiconductor Product of the Year Award in Analogue*, which recognizes the most significant technological breakthroughs in analogue products.

The annual [Elektra European Electronics Industry Awards](#) recognize the achievements of individuals and companies across Europe. The awards acknowledge the best practices in key areas including innovation, sales growth and employee motivation. There are 16 award categories. The winners will be announced at the annual Elektra Awards Dinner which takes place this year on Thursday, December 14 at the Park Plaza, Westminster Bridge in London. The Elektra Awards are presented by *Electronics Weekly*, published by Reed Business Information Group.

“We are extremely honoured to be shortlisted as a finalist again for *Distributor of the Year*,” says Mark Burr-Lonnon, Mouser Electronics’ Vice President of EMEA Business. “It was just three years ago that we opened our first European office and everyone at Mouser has worked diligently to build our business and brand here in Europe. It’s very exciting for us to again be on the short list as one of Europe’s top distributors.”

Mouser offers eight local customer service centers in Europe, including two new locations opened in September 2011, in Sweden and The Netherlands. The offices provide local customer support in local languages, currencies and time zones. Mouser stocks the world’s widest selection of the latest semiconductors and electronic components. Specializing in the rapid release of NPI (New Product Introductions), Mouser offers the newest technologies from more than 450 manufacturers and even makes a point to flag products NRND (Not Recommended for New Design) for design engineers and buyers.

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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. Mouser offers customers 19 global support locations across three continents, and the latest, most technologically advanced components for customers' 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 catalogue, 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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Further information, contact:  
Larry Johannes, Mouser Electronics  
Vice President Strategic Marketing  
(817) 804-3534  
[larry.johannes@mouser.com](mailto:larry.johannes@mouser.com)

For press inquiries, contact:  
Kelly DeGarmo, Mouser Electronics  
Corp. Communications & Media Relations Mgr.  
(817) 804-7764  
[kelly.degarmo@mouser.com](mailto:kelly.degarmo@mouser.com)