

For Immediate Release

Mouser Continues Global Expansion with Strong European Growth

July 18, 2012 – [Mouser Electronics](#), Inc., a top design engineering resource and global distributor for semiconductors and electronic components, today revealed strong and continuing growth, as well as an optimistic business outlook for the remainder of 2012, despite economic uncertainty surrounding the ongoing debt crisis in Europe and recent economic challenges for China.

“Mouser is in a unique position,” explains Mark Burr-Lonnon, Mouser Vice President of EMEA Business. “Our nine local offices in the EMEA region (Germany, UK, Czech Republic, France, Israel, Italy, the Netherlands, Spain and Sweden) are proving to be a key advantage for us. We are committed to serving European design engineers with the most advanced technologies, the highest degree of customer service and technical support, as well as offering local marketing support to our suppliers and media partners in the region.”

“By adding more resources and staff members in Europe, we have helped drive further growth over an amazing 2010-2011,” continues Burr-Lonnon. “We’ve seen around 20% further growth in 2012 and gaining momentum each month, solidifying us as a key player in the European market. No question about it, 2012 is proving to be another great year for Mouser, especially bearing in mind the slowing of the market.”

At the heart of Mouser’s European operations is its Munich headquarters. “This location has been instrumental in supporting our Marketing-driven operation in Europe as we initiate campaigns to meet local needs and work closer with our European supplier interface. We’ve always been on the forefront of new technologies, and we plan to continue to lead the industry in this area. We especially look forward to having a major presence at Electronica in November,” Burr-Lonnon reveals.

The Mouser Team remains dedicated in its pursuit to continually provide the most advanced technologies from the world’s leading suppliers. This focus continues to drive tremendous success in a flat-to-down European market. In 2012 to date, Mouser has posted further European sales gains of 20% overall, with France up 24%, Spain up 27%, the Benelux up 58%, U.K. up 19%, Italy up 23% and Germany up 16%. These 2012 figures compound 2010-2011 growth of 43%, and saw combined three-year sales for Mouser soar 450%.

European design engineers are discovering the Mouser difference. The global distributor stocks the world’s widest selection of newest products from over 450+ leading manufacturers, 60 of which were added in the last 12 months, and now features Texas Instruments, Freescale Semiconductor, Maxim Integrated Products, International Rectifier, Vishay Intertechnology, OSRAM Opto Semiconductors, KEMET, Cree and AVX, and many other major suppliers, Burr-Lonnon explains.

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Mouser/European Year-End Forecast

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"The web continues to be a key driver of our new business, accounting for 75% of all new accounts and close to 50% of sales, which has made a major contribution and three-year increase in the European customers of over 260%. Mouser.com plays a big role as a leading resource for design engineers for product information, featuring a variety of user-friendly digital catalogs, including a mobile-compatible catalog for engineers-on-the-go, an advanced search accelerator and an all-new intelligent Bill of Materials (BOM) tool. But local support in local language and culture remains the key. We know our customers appreciate our commitment to providing personalized, local technical support and service via 17 different languages and currencies. As a customer-focused distributor, we are always looking for ways to support our customers with best-in-class service. We want them to keep coming back," Burr-Lonnon concludes.

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 8.9 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.

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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