

## For Immediate Release

### **Mouser Builds on European Growth with Opening of Two New Customer Service Centers**

**September 19, 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 its continued expansion into Europe with the addition of new Customer Service Centers in Stockholm, Sweden, and Eindhoven, Netherlands. The expansion underscores Mouser's commitment to serving design engineers and buyers with the highest level of personalized technical support and service – in local languages, currencies and time zones, regardless of the size of the order.

This news follows the earlier 2011 openings of Mouser branches in Spain and the Czech Republic. Mouser's Customer Service Centers are located across Europe, strategically placed in Germany, U.K., France, Italy, Israel, along with Spain, Czech Republic, and now Sweden and the Netherlands. The design-fulfillment distributor has 19 locations worldwide, spread across the continents of Europe, Asia and the Americas.

The ongoing development of local Customer Service Centers has been a key business strategy to Mouser's continued international sales growth. Mouser recently reported 2011 sales in Europe were up 71% overall. Mouser posted gains of well over 71% in Germany, France, Sweden, and Spain; followed by increases of more than 65% in the U.K., Italy and the Netherlands. These Q2 figures build upon last year's momentum, which saw revenues soar nearly 200% in Europe.

"We are sticking to our focus of distributing leading technologies to design engineers and buyers, topped with quality, localized service and support to back it all up. We believe localized support is key," says Mark Burr-Lonnon, Mouser Vice President of EMEA Business. "Our strategic plans and commitment to localized customer service excellence continue to pay off with increased sales. From the very outset, we've seen Europe as being a major catalyst for design development and growth. With the continuing advancement of technology and steady worldwide demand for semiconductors and components, we're very excited about our future business prospects in Europe."

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To show its support for the European market and industry's top innovators, Mouser will sponsor three key design engineering awards ceremonies and events being held this season, including the E-Legacy Awards, which occurred last week at London's Kensington Roof Gardens and the British Engineering Excellence Awards (BEEAs) that will take place on October 13 in London's Shakespeare Globe Theatre. Mouser also will sponsor the prestigious Elektra Awards to be held on December 14 at the Park Plaza Westminster Bridge London Hotel. Mouser received the European Distributor of the Year at last year's Elektra Awards.

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 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 300,000 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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