

For Immediate Release

Mouser to Showcase Speed-to-Market Advantage at Embedded World in Nuremberg

February 22, 2012 – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced that it will exhibit at the Embedded World Show, Feb. 28 to March 1 in Nuremberg, Germany, highlighting its broad line up of the world's most advanced technologies.

Offering design engineers a speed-to-market advantage, Mouser will showcase the latest products at its multi-media exhibit in Hall 1, Stand 434. The stand will highlight four in-booth kiosks from supplier partners Freescale Semiconductor, Laird Technologies, Olimex and ON Semiconductor.

Participation in the Embedded World event underscores Mouser's ongoing commitment to serving European design engineers and its supplier partners. "We are excited to be a part of Embedded World's 10th Anniversary Event, and have the chance to personally connect face-to-face with our European customers," says Mark Burr-Lonnon, Mouser Vice President of EMEA Business. "Our goal is to be the most preferred source for engineers worldwide for semiconductors and electronic components. Providing a time-to-market advantage for our customers is at the heart of our business model."

The 10th Anniversary Event is expected to draw more than 19,000 attendees from across Europe and the world. Mouser will have a three-sided open booth in a prime show location in Hall 1, Stand 434. The distributor also will display its famous #88 Mouser IndyCar at the show and hold a contest where the winner will receive a complimentary trip for two to Texas Motor Speedway for the Firestone IndyCar race weekend, June 6-9, 2012 to watch the 2012 Mouser IndyCar in action at 225 mph.

Mouser opened its new Munich office last December. It's the newest in the design-fulfillment distributor's growing chain of European offices located in the UK, Czech Republic, France, Israel, Italy, the Netherlands, Spain and Sweden. Mouser is known in the industry for its customer service excellence model. The distributor flags products Not Recommended For New Design (NRND), giving engineers a time-to-market edge in product life cycles and features.

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Backed by an experienced management team, Mouser's European offices aim to meet the demands of engineers, giving them a competitive edge with the newest products and top-quality technical support in local language, time zone and currency, Burr-Lonnon emphasizes. The distributor offers more than 2,200 Product Knowledge Center (PKC) training sites on the newest products, manufacturers and applications.

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. Certified ISO 9001:2008 and AS9120A, 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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