

## For Immediate Release

### Mouser Wins Honeywell's Marketing Communications Gold Award

**February 1, 2012** – [Mouser Electronics](#), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced that it has won the 2011 Innovative Marketing Communications Gold Award from [Honeywell Sensing and Control](#).

Mouser won the prestigious award for achieving excellence in multiple critical areas: Support and promotion of NPI products; growth in customer acquisition and development; overall alignment, relative to focus products; ability to provide analytics; and innovative marketing activities. Part of the Berkshire Hathaway family of companies, Mouser caters to design engineers and buyers with its rapid introduction of the newest products and emerging technologies.

"We are honored to win this distinguished award from Honeywell," stated Keith Privett, Mouser Vice-President of Electromechanical, Power & Test. "In the few years since we partnered with Honeywell, our partnership has brought impressive benefits to both of our companies, and this award is a great tribute to our continued mutual success. We are excited to work with such an excellent company."

"We are pleased to present the Honeywell Sensing and Control *Gold Award* to Mouser Electronics for their multi-tier marketing strategy. Their focus on customer acquisition and the promotion of new Honeywell products has helped them achieve this honor," said Sean Conley, Director, Global Distribution for Honeywell Sensing and Control.

A key reason behind Mouser's success is the global distributor's focus on providing today's design engineers and buyers with the highest level of service, cutting-edge products from top suppliers, superior product information and fast, global delivery. Honeywell continually produces new, innovative products that are sought after by today's top design engineers.

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 million products to locate over 2 million orderable part numbers available for easy online purchase.

-- continued --

Mouser / Honeywell Innovative Marketing Communications Gold Award 2011

Page Two

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>.

### **About Honeywell Sensing and Control**

As a strategic business unit of Honeywell's Automation and Control Solutions group, Honeywell Sensing and Control brings engineering expertise and capabilities that no other company offers. With its comprehensive portfolio, quality, and reliability, Honeywell products support every step of your most demanding goals and standards to deliver consistent, trustworthy performance. For more news and information on Honeywell Sensing and Control, please visit <http://sensing.honeywell.com/>.

### **Trademarks**

Mouser and Mouser Electronics are registered trademarks of Mouser Electronics, Inc. All other products, logos, and company names mentioned herein may be trademarks of their respective owners.

-- 30 --

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)