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For Immediate Release

Mouser's History Making IndyCar Takes Center Stage at Embedded World *Puts Spotlight on Company's Faster Delivery and Speed-to-Market Performance*

March 2, 2012 – [Mouser Electronics](#), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, capped off a successful week at this year's 10th Anniversary of Embedded World in Nuremberg, Germany, introducing European design engineers to its history making IndyCar while showcasing the industry's newest embedded technologies.

The blue #88 Mouser IndyCar drew curious crowds at the world's biggest embedded exhibition which attracted over 18,000 attendees. The car had been driven by Ho Pin Tung, the first Chinese driver to qualify for any IndyCar event. Mouser's show participation reinforces its international commitment to providing electronic design engineers with the newest products and most advanced technologies from more than 450 manufacturers. At its large multi-media booth, Mouser highlighted emerging embedded technologies from its growing list of supplier partners.

Show attendees also entered Mouser's free contest for a chance to win a trip to Texas to attend the exciting 225mph IndyCar races at Texas Motor Speedway in June 2012. Mouser attached its brand to the high-speed, high-tech world of IndyCar as an innovative way to promote its supplier partners and gain brand exposure as it continues to expand its operations worldwide. IndyCar's emphasis on speed and performance also underscores the company's dedication to helping design engineers achieve a time-to-market advantage for their design prototypes.

"We are excited to have had the opportunity to showcase our IndyCar at this year's Embedded World," says Larry Johannes, Mouser Vice President of Strategic Marketing. "In Europe they race Formula One cars, they rarely get to see an IndyCar; we thought it might be interesting for European engineers to see an IndyCar up close. Ho Pin Tung was there as well to meet our guests. It was a great show for Mouser and our supplier partners."

Mouser will kick off its 2012 Indy season this month in the United States. Mouser's racing sponsorships parallel the company's global efforts in accelerating distribution of the world's most technologically advanced semiconductors and components for electronic design engineers.

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Mouser currently has 19 global customer service centers spread across Europe, North America and Asia, providing technical support in local language, time zone and currency for its customers. The design-fulfillment distributor has nine European centers, including a new flagship office in Munich, Germany. With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. The distributor 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 8.7 million products to locate over 2.8 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 2.8 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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