

For Immediate Release

Mouser Expands LED Lighting Product Line with LedLink Global Distribution Pact

November 21, 2011 – [Mouser Electronics](#), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today focused the spotlight on its new global distribution agreement with [LedLink Optics](#), Inc. The Taiwan company specializes in the manufacturing of high-quality secondary optics for high-power LEDs and is an official optical solution partner for Cree, OSRAM Opto Semiconductors, Seoul Semiconductor, and other leading LED manufacturers.

Mouser will provide global access to LedLink's large portfolio of high-quality, secondary optics and lenses. LedLink brings a wide and diverse product offering of off-the-shelf optics that deliver high optical efficiency, numerous beam-pattern options (ranging from 8° up to 140°) and sizes for a wide array of applications, including commercial, residential, architectural, stage, high/low bay, railway and street lighting. Design engineers and buyers in need of lighting solutions from single optics to 60-in-1 multi-cluster, available with different beam patterns based on different LED manufacturers' specifications, now have a proven, international source for the most advanced LED technology from LedLink. The company's chief focus is to develop high-quality, secondary optics for high-power LEDs that deliver high value with quick availability and low cost.

"Adding LedLink to our LED line card gives design engineers and buyers a comprehensive range of secondary optics for engineering new design solutions," states Russell Rasor, Mouser Vice President of Advanced Technology. "We look forward to a very bright future together as business partners."

"We are pleased to be partnering with Mouser as we look to expand our global reach," expresses Mr. Tang, General Manager of LedLink. "With their concentration on meeting the challenges of new design, we believe that Mouser will be an invaluable partner in helping LedLink increase our market presence among an ever-growing list of new customers and drive international sales. Plus, our shared relationships with other key LED manufacturers provide a natural fit for us."

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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 the latest, most technologically advanced components for their 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>.

About LedLink Optics, Inc.

LedLink Optics, Inc., headquartered in New Taipei City, Taiwan, is an expert company in designing and manufacturing optics for emerging solid-state lighting companies such as Cree, Edison, Philips Lumileds, Nichia, OSRAM Opto Semiconductors, Samsung LED, Seoul Semiconductor and other LED manufacturers. The company's goal is to help customers optimize optics performance in creating solid-state-lighting products. LedLink's product line provides secondary LED lenses in a wide variety of packages with numerous beam pattern and size options for use in residential, commercial, street and architectural lighting applications. For more information, visit <http://www.ledlink-optics.com>.

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