

For Immediate Release

Mouser “M” Logo to be Seen from the Sky

January 17, 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’s taking corporate branding to new heights by painting a giant blue “M” for Mouser on the roof of its 492,000-sq.ft. global headquarters and state-of-the-art distribution center.

During the ongoing Mouser global branding campaign, the Mouser brand juggernaut touched many areas of the components industry with Mouser blue. The global distributor is now adding the 180’ x 180’ Mouser “M” on the expansive rooftop where it will be visible from passing airplanes flying in and out of the nearby DFW International Airport. The huge M also will be visible from Google Earth when computer users search the distributor’s location.

Mouser was recently named one of the Top 10 Electronics Industry Brands by Heardable, Inc. Heardable, a report that measures the health of online effectiveness for businesses and brands, analyzed hundreds of categories to determine their rankings. Mouser scored 641 points out of a possible 1,000 points, surpassing many larger companies on the list.

“We are really excited about elevating our brand in this way and about being recognized as a Top Brand in the electronic components industry,” says Larry Johannes, Mouser Vice President of Strategic Marketing. “Mouser has evolved a great deal and continues to do so. Visibility from the sky is only the beginning of what’s next.”

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. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

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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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