For Immediate Release

Mouser and MikroElektronika Partner to Deliver Advanced Development Systems

August 30, 2011 – Mouser Electronics, Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced that it has partnered with MikroElektronika to help grow MikroElektronika's North American market and bring their line of development systems and compilers to Mouser customers across the world.

MikroElektronika produces a wide range of microcontroller development systems, accessory boards and compilers for Microchip, Atmel, Cypress Semiconductor and other common microcontroller families. All their solutions are built around the philosophy of "making it simple" in order to ensure their products are easy-to-use and suitable to new users. MikroElektronika provides development boards for PIC®, dsPIC®, AVR®, 8051, and PSoC®. They also offer a variety of accessory boards along with C, BASIC, and Pascal compilers for PIC, dsPIC, AVR and 8051 microcontrollers. By partnering with MikroElektronika, Mouser is making it possible for engineers from nearly every corner of the world to utilize the supplier's dynamic products to get designs to market faster.

"MikroElektronika is widely known in the PIC development community, and their embedded expertise is highly regarded in the industry as evidence to their partnerships with Microchip Technology, Atmel, Cypress Semiconductors and NXP," says Russell Rasor, Mouser Vice President of Advanced Technology. "The synergy between their product line up and our line card will be very beneficial to design engineers. Having access to MikroElektronika's development systems and software through our catalogs and websites will give our customers an even greater speed-to-market advantage over the competition when it comes to embedded development."

"Mouser's huge customer base and unparalleled speed and accuracy throughout the distribution process makes them the top choice to distribute our advanced product lines," states Novak Rankovic, Chief of MikroElektronika Sales Department. "With Mouser as a primary distribution channel for our customers, we can say with great confidence that this partnership is a sure path to mutual success."

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 17 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.

The Newest Products For Your Newest Designs®

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 300,000 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 MikroElektronika

MikroElektronika was established in 1997 as a publishing company specialized in electronics. It has experienced great expansion since then, in both domain and influence. Today MikroElektronika produces a wide range of development tools, mikroC, mikroBasic and mikroPascal compilers and Visual software for rapid development of TFT and GLCD GUIs for PIC®, dsPIC®, AVR® and 8051 microcontroller families. The production facilities of MikroElektronika are equipped with true hole and SMD assembly technology. These two production lines enable the company to manufacture first class products with complete hardware and software solutions including printed manuals. For more info, visit http://www.mikroe.com.

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