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## For Immediate Release

### Mouser Increases Momentum with Success in Europe

**Mansfield, Texas, USA – March 15, 2011 – [Mouser Electronics](http://www.mouser.com), Inc.** is enjoying continued gains in Europe as the company builds on an aggressive campaign to increase sales and continue its successful global expansion.

Mouser saw revenues grow by nearly 200% in Europe in 2010 and the company's best practices were recognized with a number of prestigious European awards. This included the 2010 Elektra European Distributor of the Year and the 2010 Bourns Distributor of the Year Awards.

"Coming off our success of last year, we are extremely optimistic about 2011," says Mark Burr-Lonnon, Vice President of EMEA for Mouser Electronics, Inc. "We have plans to open even more local branch offices in Europe to bring our localized service and fastest delivery of the newest semiconductors and electronic components to more and more European engineers and buyers." Burr-Lonnon says he expects new offices to open next month in Brno, Czech Republic and Barcelona, Spain, with additional locations to open later in the year.

Mouser's business model is based on several key factors that separate Mouser from other major distributors in the global market place. Their philosophy centers around delivering *What's Next* in emerging technologies - no matter how small the order. While other distributors concentrate on winning high volume orders, Mouser focuses specifically on design engineers and small to mid-sized production buyers during the prototype and early design stages.

Currently, Mouser has 14 global customer support locations, including European branches in Germany, UK, France and Italy, offering localized support in local languages. Mouser.com searches nearly 8 million products to locate over 1.8 million orderable part numbers for easy online purchases. Free shipping is provided on orders of €75 or higher.

The mouser.com website houses over 5 million data sheets, along with supplier-specific reference designs, application notes, technical design information, and engineering tools. Mouser takes an extra step by indicating which products are not recommended for new development in addition to marking NRND products near obsolescence.

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Global suppliers who enlist Mouser to distribute their products are confident in knowing that Mouser has the financial strength and professional business practices to set it apart. Design engineers and production buyers can always trust that they are designing with the latest, genuine components from a trusted authorized global distributor (certified ISO9001:2008).

### **About Mouser**

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 1.8 million products online from more than 400 manufacturers. Mouser publishes multiple catalogues 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>.

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