

For Immediate Release

Mouser Electronics and Nordic Semiconductor Enter Global Distribution Pact

October 24, 2011 – [Mouser Electronics](#), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today publicized its global distribution agreement with ultra-low-power (ULP) RF specialist [Nordic Semiconductor](#) ASA.

Design engineers and buyers will now have access to Nordic's portfolio of 433/868/915 MHz and 2.4GHz ISM band SoCs and transceivers, single chip ANT™ protocol solutions, and Bluetooth® Low Energy connectivity ICs. The agreement further ushers in the next generation of RF communications by opening up many new design opportunities for wireless data links targeting ultra-low cost and power applications such as gaming, mobile, sports and fitness, healthcare, and an ever-growing list of other portable devices.

"At Mouser, we are committed to distributing technologically advanced products and Nordic's long-standing reputation for innovation and performance enhances our value offering to design engineers and buyers worldwide," says Russell Rasor, Mouser Vice President of Advanced Technology. "Today's digital devices are undergoing a fundamental shift... smartphones, tablets, TVs and even cars are serving as hub devices that capture data from small sensors that can monitor everything from footsteps, heart rate, blood pressure, traffic to house temperature. Nordic understands this shift and is focused on delivering world-class ULP wireless communication solutions that inspire future products."

"Mouser has firmly established itself as a leading semiconductor and electronic component distributor supplying design solutions with proven demand-creation capabilities, a robust website, ardent customer service and a far-reaching global distribution network," adds J. Darren O'Donnell, Nordic's Director of Sales for the Americas. "We are pleased to add Mouser as a strong partner focused on meeting the everyday demands of the design chain. Because Nordic pioneered the ultra low power wireless sector, it offers a full range of class-leading solutions which Mouser customers can now employ with confidence when specifying a wireless link into their new product or application."

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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 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 Nordic Semiconductor

Nordic Semiconductor (formerly Nordic VLSI) is a Norwegian fabless semiconductor company focusing on delivering world-best wireless communication solutions in the license-free 2.4 GHz band. The company, which was originally founded in 1983 as a traditional ASIC design house, produces both standard products and custom SoCs. It also offers development services for other companies to access its world leading, in-house RF/mixed-signal design and advanced back-end/physical engineering expertise. Nordic's products are all manufactured in ultra modern semiconductor process technologies through strong relationships with world-best manufacturing facilities. The company has offices in Trondheim and Oslo, Norway, Hong Kong and Korea, and is listed on the Norwegian Stock Exchange (OSX: NOD). All operations are managed according to the ISO 9001:2000-approved quality assurance system. For more information, visit <http://nordicsemi.com>.

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Further information, contact:
Larry Johannes, Mouser Electronics
Vice President Strategic Marketing
(817) 804-3534
larry.johannes@mouser.com

For press inquiries, contact:
Kelly DeGarmo, Mouser Electronics
Corp. Communications & Media Relations Mgr.
(817) 804-7764
kelly.degarmo@mouser.com