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For Immediate Release

Mouser and OSRAM Opto Semiconductors Expand Distribution into Asia

April 18, 2012 – [Mouser Electronics](#), Inc., a top design engineering resource and global distributor for semiconductors and electronic components, today announces the Asian expansion of its agreement with [OSRAM Opto Semiconductors](#).

The extended distribution partnership further strengthens Mouser’s Asian line card by providing customers with OSRAM Opto Semiconductors’ extensive portfolio of high-performance LEDs for diverse applications. The expansion, announced at the recent Electronica China Show in Shanghai, fits Mouser’s strategic emphasis on supplying innovative solutions to design engineers and small production buyers.

“We are pleased to now offer design engineers across Asia the highly innovative lighting solutions from OSRAM Opto Semiconductors,” says Mark Burr-Lonnon, Mouser Vice President of APAC Business. “OSRAM Opto Semiconductors is known as a world leader in the production of LED and IRED products. They pride themselves in having trend-setting technologies that are shaping the future of lighting. Both our existing and new customers will benefit greatly from this expanded agreement.”

“Asia is a dynamic and fast growing region full of business opportunities. We look forward to tapping these opportunities by expanding our engagement with Mouser in the region. The extension of our distribution agreement with Mouser to Asia will be beneficial to our customers, especially for solid state lighting customers who are geographically scattering across the whole region, and is also a natural expansion of our business,” said Louis Lam, Vice President of Worldwide Sales at OSRAM Opto Semiconductors.

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About OSRAM Opto Semiconductors

OSRAM AG (Munich, Germany) is a wholly-owned subsidiary of Siemens AG and one of the two leading light manufacturers in the world. Its subsidiary, OSRAM Opto Semiconductors GmbH in Regensburg (Germany), offers its customers solutions based on semiconductor technology for lighting, sensor and visualization applications. OSRAM Opto Semiconductors has production sites in Regensburg (Germany) and Penang (Malaysia). Its headquarters for North America is in Sunnyvale (USA), and for Asia in Hong Kong. OSRAM Opto Semiconductors also has sales offices throughout the world. For more information go to www.osram-os.com .

About Mouser

Mouser Electronics, a subsidiary of TTI Inc., is part of the 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 emerging technologies to electronic design engineers and buyers. Mouser.com features more than 2.8 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 375,000 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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