

For Immediate Release

Mouser Named Leading Global Distribution Partner for New Product Introduction by ON Semiconductor

February 16, 2012 – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, has been honored with ON Semiconductor's 2011 Leading Global Distribution Partner for New Product Introduction (NPI) Award. This is the second consecutive year Mouser has won the prestigious award. [ON Semiconductor](http://www.onsemi.com) is a premier supplier of high-performance silicon solutions for energy efficient electronics.

Mouser was measured against its competition in several key categories, including total sales growth, new product sales, customer-base expansion, marketing capability, and overall process excellence.

"Receiving the 'Leading Global Distribution Partner for New Product Introduction' Award from ON Semiconductor for the second year in a row is an excellent affirmation of Mouser's continued dedication to What's Next," says Mike Scott, Mouser's Vice President of Semiconductors. "With excellent partners like ON Semiconductor providing the cutting-edge products that design engineers need, Mouser's broad lineup of the latest parts, superior local customer service, concise product data and fast, global delivery really shines. ON Semiconductor has provided us with a broad portfolio of innovative, energy-efficient, high performance silicon solutions highly sought after by today's design engineers."

"The dynamic partnership we have formed with Mouser and unique channel sales opportunities available through their focused marketing and sales methods continue to be key to the on-going growth and success of the company," said Jeff Thomson, ON Semiconductor Vice President of Global Channel Sales. "For the second year in a row, Mouser has exceeded our expectations for new product introduction. With this award, we honor their efforts and look forward to the continuation of our collaborative partnership."

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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Mouser Electronics and ON Semiconductor will be at Embedded World 2012 in Nuremberg from February 28 to March 1. Please visit the booth in Hall 1 Stand 434.

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>.

About ON Semiconductor

ON Semiconductor (Nasdaq: ONNN) is a premier supplier of high performance silicon solutions for energy efficient electronics. The company's broad portfolio of power and signal management, logic, discrete and custom devices helps customers efficiently solve their design challenges in [automotive, communications, computing, consumer, industrial, LED lighting, medical, military/aerospace and power applications](#). ON Semiconductor operates a world-class, value-added supply chain and a network of manufacturing facilities, sales offices and design centers in key markets throughout North America, Europe, and the Asia Pacific regions. For more information, visit <http://www.onsemi.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