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For Immediate Release

Mouser Signs Exclusive with Rowley to Distribute CrossWorks Software Tools Worldwide

November 10, 2011 – [Mouser Electronics](#), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced that it has finalized an exclusive international distribution agreement with [Rowley Associates](#), a premier developer of integrated development environments for microcontrollers.

For Mouser customers looking for an exceptional integrated microcontroller development environment, Rowley's CrossWorks system represents the best. CrossWorks for ARM is a complete C/C++ and assembly code development system for ARM7, ARM9, XScale, and Cortex-M3 microcontrollers. It features the CrossStudio Integrated Development Environment, C/C++ and Assembler toolchain, CrossWorks C Library designed for embedded processor applications, and the CrossWorks Tasking Library, a multi-priority, pre-emptive, task switching and synchronization facility. CrossWorks for the Texas Instruments MSP430 and Atmel AVR microcontrollers will also be available through Mouser, as well as the CrossConnect JTAG adapter for ARM.

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.

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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 Rowley Associates

Located in Dursley, UK, Rowley is a premier developer of integrated development environments for microcontrollers, and creator of the CrossWorks development environment and CrossConnect JTAG Adapters. For more information, visit <http://www.rowley.co.uk/>.

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