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For Immediate Release

Mouser and SEGGER Partner to Deliver Embedded Design Solutions

October 12, 2011 – [Mouser Electronics](#), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced a partnership with [SEGGER](#) to deliver embedded development tools to design engineers worldwide.

With this agreement in place, design engineers will be connected to SEGGER's highly integrated, cost-effective programming and development tools such as the Flasher (programmer) and the industry leading J-Link/J-Trace family of JTAG emulators. They feature high download-speed into RAM and flash memory and have the ability to set an unlimited number of breakpoints in flash memory through a hybrid FPGA-CPU emulation design. The SEGGER emulator and programmer families support ARM, PPC, ST, and Renesas processors. SEGGER is continuously adding support for additional devices.

"SEGGER offers best-in-class embedded solutions and we are very pleased to bring their products to our customers worldwide," explains Russell Rasor, Mouser Vice President of Advanced Technologies. "This new partnership supports our business strategy of stocking the broadest selection of development tools to support the engineer's design needs."

"SEGGER cuts development time for new designs by offering affordable, high quality, flexible and easy-to-use development tools, allowing developers to focus on their applications," says James Murphy, SEGGER Technical Sales Engineer. "Mouser shares these goals, and this new partnership will give our customers quick and easy access to our great line of products."

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 SEGGER

SEGGER Microcontroller develops and distributes a broad selection of hardware and hardware debugging and emulator tools, to provide broad support for most MCU core architectures. SEGGER created highly integrated, cost-effective programming and development tools, such as the Flasher (stand-alone flash programmer) and the industry leading J-Link/J-Trace emulator. For more information, visit <http://www.mouser.com/segger>.

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