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For Immediate Release

Mouser Provides Marquee Sponsorship of the 2011 Smart Grid Forum

October 20, 2011 – [Mouser Electronics](#), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today unveiled its exclusive Marquee Sponsorship of this year's [Smart Grid Electronics Forum](#) (SGEF 2011) in San Jose, CA, October 24 & 25, presented by the Darnell Group and Hearst Business Media.

SGEF '11 is an exciting event that focuses on "Plugging into the Smart Grid," the practical impact that the emerging smart grid will have on the design issues, decisions, and techniques related to the development and design of electronic equipment. The forum brings together an audience of decision makers and technology developers interested in learning about and contributing to practical advancements related to the latest Smart Grid solutions.

The sponsorship underscores the global design-fulfillment distributor's commitment to offer the world's widest selection of the latest semiconductors and components, giving design engineers a time-to-market edge in advancing technology. By focusing on the latest component developments, design techniques, communications protocols, and architectures related to Smart Grid technology, SGEF places its focus squarely on emergent designs.

"We are excited to support the Smart Grid Electronics Forum as the Marquee Sponsor," says Larry Johannes, Mouser Vice President of Strategic Marketing. "This is the first conference to meet the needs of design engineers by focusing specifically on the emerging smart grid and its impact on everything from the Smart Meter to end-use equipment. Design engineers interested in Smart Grid technology cannot afford to miss this forum."

"We are happy to have a top design engineering resource provider such as Mouser as the exclusive Marquee Sponsor of the Smart Grid Electronics Forum," states Jeff Shepard, President of Darnell Group. "The leading-edge nature of Smart Grid electronics melds very well with Mouser's business focus on delivering "What's Next" to electronic design engineers and buyers across the globe."

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Mouser offers customers 19 global customer support centers and the latest, most technologically advanced components for their newest design projects. Mouser.com is updated daily and searches more than 8 million products to locate over 2 million orderable part numbers available for easy online purchase. The award-winning site also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, engineering tools and more than 1,450 Product Knowledge Center (PKC) technical training sites.

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>.

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