

For Immediate Release

Mouser Raises Overall IQ on Smart Grid Technology with Launch of New Technology Site

June 26, 2012 – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, launched a new technology site on Mouser.com covering [Smart Grid Technology](http://www.mouser.com/smart-grid-technology). The new site is designed to help design engineers find the latest Smart Grid advancements, source product information using block diagram navigation, and access the latest technical resources in as few clicks as possible. The site features new products from industry-leading manufacturers, such as Texas Instruments, STMicroelectronics, Maxim, AVX, Murata, Digi International, EPCOS, and Laird Technologies, to name just a few.

Mouser's Smart Grid Technology site is a comprehensive resource center covering key areas, including Smart Meter and Smart Home components, plus insightful industry news and developments in Smart Grid. In addition, the site provides extra resources to help spearhead design development such as in depth industry articles and a comprehensive library of technical resources. The site's streamlined graphical interface is designed to speed navigation. As a result, engineers can quickly narrow in on a set universe of products and information based on defined parameters/engineering standards centered on their specific design needs. To experience the new site and its user-friendly graphical interface, visit <http://www.mouser.com/smart-grid-technology>.

Kevin Hess, Mouser Vice President of Technical Marketing, shared his thoughts on the new Smart Grid Technology site. "Ultimately, we wanted to create a new technology site that contributes to speeding up the development of a more efficient, greener and more reliable power grid... allowing design engineers to get in and get out with what they need even faster. At Mouser, we realize the one component that's always in short supply is time. Our Smart Grid Technology site is extremely intuitive, providing useful application information and component selection criteria in a single click."

– continued –

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 8.9 million products to locate over 3 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.

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 3 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>.

Trademarks

Mouser and Mouser Electronics are registered trademarks of Mouser Electronics, Inc. All other products, logos, and company names mentioned herein may be trademarks of their respective owners.

– 30 –

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