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For Immediate Release

Mouser Electronics Sponsors Chinese Sensation Ho-Pin Tung at the Indy Grand Prix at Sonoma

August 23, 2011 – [Mouser Electronics](#), Inc., a top design engineering resource and global distributor for semiconductors and electronic components, is gearing up to sponsor Chinese Indycar driver [Ho-Pin Tung](#) in the Indy® Grand Prix of Sonoma on August 28. This race marks Mouser's third Indy appearance this year with Sam Schmidt Motorsports. Ho-Pin Tung will be driving the #88 Mouser Honda as he becomes the first Chinese driver to run in an Indycar event. The #77 Indycar of Alex Tagliani will also carry the Mouser.com brand.

"We're really excited to have the opportunity to sponsor a talented driver like Ho-Pin," says Larry Johannes, Mouser Electronics' Vice President of Strategic Marketing. "His focus and drive on the track reflects our own dedication to bringing customers a speed-to-market advantage. Our partnership with Sam Schmidt Motorsports and Ho-Pin Tung, who is already well known in China, can help us build global awareness for Mouser and our valued supplier partners."

Co-sponsoring the Sam Schmidt Motorsports team is Mouser's Berkshire Hathaway partner company, [TTI Inc.](#) Joining them in sponsorship are top manufacturers [Panasonic](#), [TE Connectivity](#), [Littelfuse](#), [Amphenol](#), [Phoenix Contact](#), [Ohmite](#), [Murata](#), [Avago](#), [Kemet](#), [Vishay](#), [On Semiconductor](#), and [Luscombe Engineering](#).

Race fans can tune to a full weekend of racing events during the Indy Grand Prix of Sonoma at Infineon Raceway in Sonoma Valley, California, Aug. 26-28 on Versus. Tung, who started his career kart-racing in the Netherlands, will race the Mouser Electronics-sponsored #88 Dallara IndyCar for Sam Schmidt Motorsports. Sam Schmidt Motorsports has visited victory lane 37 times in the various Indycar and Indylights series and has fielded cars that sat on the pole consecutively at the 2011 Indianapolis 500 and Texas Twin 275.

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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 17 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.

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 300,000 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>.

Visit Ho-Pin Tung's official website at <http://www.hopintung.com>.

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