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For Immediate Release

Mouser Honors Top Design Engineers with Award Sponsorships at ESC

ACE and EDN Innovation Awards Recognize Engineers and Forward-Thinking Companies

Mansfield, Texas, USA – May 2, 2011 – [Mouser Electronics](http://www.mouser.com), Inc., a top design engineering resource and global distributor for semiconductors and electronic components, honors the industry's best Design Engineers by sponsoring the 2011 EE Times ACE Awards and 21st Annual EDN Innovation Awards. Both of these prestigious awards recognize and celebrate the creators behind the most innovative technological advancements within the global electronics industry. Both industry accolades will be presented during the Embedded Systems Conference in San Jose, California.

"We're honored to sponsor these two influential industry award ceremonies commemorating the special contributions of design engineers and the forward-thinking companies that stand behind them," said Russell Rasor, Mouser Vice President of Advanced Technology. "As a company, we're deeply committed to identifying and delivering 'What's Next' across all technologies to advance new, game-changing breakthroughs in design. These awards provide the perfect platform for us to promote new ideas and creative thinking that will lead to further innovations in product development."

Since 1990, EDN has embarked on a special mission to honor the most innovative technological advancements alongside the designers who invent them. These awards recognize the engineers, engineering teams and companies for their innovation in product design, technical leadership and creation of unique, state-of-the-art electronics products across several categories. EDN will present the awards at an evening ceremony at ESC on Monday, May 2, 2011.

The EE Times Annual Creativity in Electronics (ACE) awards is the leading electronics industry recognition event honoring the people and companies developing new technologies that are changing the way we live and work. Each individual award celebrates the creators of technology who most demonstrate leadership and innovation in the global industry. The Fairmont will host this event on Tuesday, May 3, 2011.

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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 has 17 global locations and offers customers the latest, most technologically advanced components for their newest design projects. Mouser Electronics' website is updated daily and searches more than 7.5 million products to locate over 1.9 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. Mouser.com features more than 1.9 million products online from more than 400 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>.

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