

For Immediate Release

Mouser Partners with *FIRST*® Robotics Regional Competition in North Texas

March 20, 2012 – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced that it is a “*Friends of the Future*” sponsor of the 2012 *FIRST*® Robotics Competition (FRC) Dallas Regional (**March 29-31, 2012, Dallas Convention Center, Dallas, Texas**). Through North Texas *FIRST* (*For Inspiration and Recognition of Science and Technology*) programs, local kids have the opportunity to team up with local engineers, professors and business people to solve real-world engineering challenges.

The Dallas Regional is the culmination of six weeks of building a large-scale robot to perform specific tasks, and this sponsorship helps provide resources and financial support throughout the process. This year’s regional competition will feature 81 teams from North Texas, around the state, surrounding states and even teams from Mexico. At its largest capacity yet, teams registered for the FRC Dallas Regional will compete on two fields simultaneously! Teams will compete for various awards and the opportunity to advance to the *FIRST* Championship at the Edward Jones Dome in St. Louis, Missouri. This double-impact event will include not only students, but also a large audience of parents, university and corporate mentors, and local leaders in business, government, education and the media.

“At Mouser, we are dedicated to inspiring young people’s interest in science and technology. The *FIRST* Robotics Competition provides youth with a platform for innovation and a chance to solve real-world engineering challenges,” says Larry Johannes, Vice President of Strategic Marketing at Mouser Electronics. “We are proud to sponsor an event that supports the brightest young minds and future design engineers across the country.”

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 8.7 million products to locate over 2.8 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 *FIRST*®

Accomplished inventor Dean Kamen founded *FIRST*® (For Inspiration and Recognition of Science and Technology) in 1989 to inspire an appreciation of science and technology in young people. Based in Manchester, N.H., *FIRST* designs accessible, innovative programs to build self-confidence, knowledge, and life skills while motivating young people to pursue opportunities in science, technology, and engineering. With support from three out of every five Fortune 500 companies and more than \$14 million in college scholarships, the not-for-profit organization hosts the *FIRST*® Robotics Competition (FRC®) and *FIRST*® Tech Challenge (FTC®) for high-school students, *FIRST*® LEGO® League (FLL®) for 9 to 14-year-olds, (9 to 16-year-olds outside the U.S., Canada, and Mexico) and Junior *FIRST*® LEGO® League (Jr.FLL®) for 6 to 9-year-olds. Gracious Professionalism™ is a way of doing things that encourages high-quality work, emphasizes the value of others, and respects individuals and the community. To learn more about *FIRST*, go to www.usfirst.org.

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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