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For Immediate Release

Mouser Marquee Sponsor of Smart Grid Electronics Forum to Advance New Design

September 11, 2012 – [Mouser Electronics](http://www.mouser.com), Inc., a top design-fulfillment authorized distributor for semiconductors and electronic components, today announced its Marquee Sponsorship of the Darnell Group's third-annual Smart Grid Electronics Forum (SGEF '12), held in Detroit, MI, October 16-17. This is the second consecutive year Mouser has been named the exclusive marquee sponsor for the international event covering [smart grid technology](#). A key question at this year's SGEF is: *Are microgrids the key to the successful development of the smart grid?*

The two-day forum attracts a worldwide audience – system designers, utility engineers and executives, embedded processing engineers, to name a few – spanning all major segments of the electronics industry. These industry segments include communications, computing/storage, power conversion, automotive, alternative energy, industrial, medical, and others. This year's forum will cover the Smart Meter through the building and related microgrids to the end-use equipment. Design engineers will discover the latest component developments, design techniques, communication protocols, architectures, smart-grid standards, and more.

Mouser's Marquee Sponsorship is defined by the company's unyielding commitment of supporting new design with the world's widest selection of the newest semiconductors and electronic components that deliver a speed-to-market advantage, and edge in product lifecycles and features. Likewise, Darnell's Smart Grid Forum is focused on the leading edge of new technologies that further advance smart grid design and development. Strategically, this aligns with Mouser's long-standing mission of delivering "What's Next" to a global community of electronic design engineers and buyers tasked with creating a new generation of solutions that deliver more with less.

"We're pleased to be partnered with a world-class organization such as the Darnell Group. It's a tremendous honor to be named the marquee sponsor of the Smart Grid Electronics Forum for a second year," shared Larry Johannes, Mouser Vice President of Strategic Marketing. "This year's forum is sure to spark the development of new ideas that will help advance technology in these important fields. Areas like the electric vehicle integration and smart grid technologies or harnessing the power of the wind, precisely managing energy consumption or incorporating smart metering solutions that offer real advantages today, as well as the future."

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“As we face more pressure to implement energy management solutions, integrate renewables and supply enough power to meet the world’s growing demand, smart grid technology and microgrid advancements are areas at the forefront of engineers’ minds,” explained Jeff Shepard, President of Darnell Group. “As a trusted source for authorized components from the industry’s leading innovators, Mouser shares our vision of helping supply design engineers with tangible answers as they explore the realm of new possibility and practicality. We appreciate their generous support in helping bring this forum to the engineering community.”

To visit Mouser’s Smart Grid Application and Technology site, go to <http://www.mouser.com/applications/smart-grid-technology/>.

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 10 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>.

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