

For Immediate Release

Mouser Accelerates its IndyCar Program with Strong Supplier Partnerships

May 22, 2012 – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, has strengthened its brand outreach through an innovative IndyCar program designed to promote the latest products from their valued supplier partners. This successful high-tech showcase has joined Mouser and KV Racing Technology with Indycar champion Tony Kanaan behind the wheel.

Mouser's IndyCar sponsorship offers a unique platform to communicate a message of high-performance and speed-to-market advantage for its engineering customers. "The supplier partners that have joined Mouser as co-sponsors in the IndyCar program play a key role in making the entire racing program successful," said Larry Johannes, Mouser Electronics' Vice President of Strategic Marketing. "The strength of their products and advanced technologies make it possible to fulfill the promise of speed and innovation that comes with attaching the Mouser name to the high-performance sport of IndyCar Racing."

Mouser Electronics first set its sights on an IndyCar sponsorship in 2011 as an innovative way to connect with the industry's top engineers and as a high-profile showcase for its valued supplier partnerships. Joining Mouser as co-sponsors for the 2012 Izod® IndyCar Series are [TTI, Inc.](http://www.tti.com), [Murata](http://www.murata.com), [Molex](http://www.molex.com), [TE Connectivity](http://www.te-connectivity.com), [Phoenix Contact](http://www.phoenixcontact.com), [Littelfuse](http://www.littelfuse.com), [Kemet](http://www.kemet.com), [Ohmite](http://www.ohmite.com), [Hammond](http://www.hammond.com), [Harwin](http://www.harwin.com), [ebm-papst](http://www.ebm-papst.com), [Omron](http://www.omron.com), [BIVAR](http://www.bivar.com), [Fluke](http://www.fluke.com), and [Amphenol](http://www.amphenol.com).

After a record-breaking 2011 debut, Mouser has teamed up with IndyCar Champion Tony Kanaan and KV Racing for 2012. The 37-year-old is now gearing up for this weekend's famous Indianapolis 500 where he will drive the #11 MOUSER ELECTRONICS / GEICO / KV Racing Technology Chevrolet/Firestone IndyCar. For the latest updates on Mouser's IndyCar news and Tony Kanaan, visit <http://www.mouser.com/indy/>.

- 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