

For Immediate Release

Mouser and TDK-Lambda Announce Partnership for Global Distribution

May 9, 2012 – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, has announced its global partnership with [TDK-Lambda](http://www.tdk-lambda.com), a leading manufacturer of AC/DC power supplies and DC/DC converters.

Mouser's new agreement with TDK-Lambda provides design engineers with reliable power solutions for their latest designs through Mouser's fast, convenient ordering capabilities backed by Mouser's superior customer service. TDK-Lambda's rapid expansion in the global market reinforces its role as a leading industrial power supply company. TDK-Lambda's highly reliable products reflect the latest advancements in materials technology, process technology, evaluation & simulation technology, circuit design technology and other core technologies of the TDK Group. Their products play a vital role in many sectors of the industry, including telecommunications, data communications, medical facilities, testing and measurement, rail transport, automotive applications, and LED devices.

"We are pleased to partner with TDK-Lambda to expand our inventory of power supplies," says Keith Privett, Mouser Vice President of Electromechanical, Power & Test. "Design engineers are always looking for What's Next on the cutting-edge of technology. Now that Mouser and TDK-Lambda have combined forces, we have the opportunity to supply the design world with just that – the powerful line of products from TDK-Lambda."

"TDK-Lambda is glad to partner with Mouser," says Juliet Fajardo, Director of Nat'l Distribution Sales for TDK-Lambda Americas Inc. "With Mouser's pursuit for great customer service and focus on the newest technologies, we are optimistic about the future of our partnership."

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.

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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>.

About TDK-Lambda

TDK-Lambda Corporation, a group company of TDK Corporation, is a leading global power supply company providing highly reliable power supplies for industrial equipment worldwide. TDK-Lambda Corporation meets the various needs of customers with their entire range of activities, from research and development through to manufacturing, sales, and service with bases in five key areas, covering Japan, Europe, America, China, and Asia. Their products play a vital role in many sectors of the industry including telecommunications, data communications, medical equipment, test & measurement, rail transport, automotive, and LED devices. For more information, visit <http://mouser.com/tdklambda>

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