For Immediate Release

Mouser Delivers Texas Instruments'
SimpleLink™ Wi-Fi CC3000 FRAM Evaluation Module Kit

March 5, 2012 – Mouser Electronics, Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced that it is stocking the SimpleLink™ Wi-Fi CC3000 FRAM Evaluation Module Kit (EMK) (CC3000FRAMEMK) from Texas Instruments Incorporated (TI). The SimpleLink Wi-Fi CC3000 FRAM EMK is a full turn-key TI Wi-Fi evaluation and demonstration tool for TI's MSP430™ FRAM microcontrollers (MCU) and SimpleLink Wi-Fi CC3000 solution, which allows developers to easily add Wi-Fi to low-cost embedded products. The SimpleLink Wi-Fi CC3000 FRAM EMK comes with all the necessary hardware and software to get started quickly, and it includes an LS Research TiWi-SL Module and EM board, along with an MSP430 FRAM Experimenter Board.

For more information, visit http://www.mouser.com/ti-cc3000framemk/

TI's SimpleLink Wi-Fi CC3000 solution is a self-contained wireless offering that simplifies the process of implementing Internet connectivity on any microcontroller-based device. The SimpleLink Wi-Fi CC3000 minimizes host MCU software requirements, making it the ideal solution for embedded applications using any low-cost/low-power MCU. TI's SimpleLink Wi-Fi CC3000 FRAM EMK allows users to take advantage of the latest-generation of MSP430 MCU devices with integrated FRAM.

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 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 2.8 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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Further information, contact:
Kevin Hess, Mouser Electronics
Vice President Technical Marketing
 (817) 804-3833
kevin.hess@mouser.com

For press inquiries, contact:
Kelly DeGarmo, Mouser Electronics
Corp. Communications & Media Relations Mgr.
(817) 804-7764
kelly.degarmo@mouser.com