



1000 N. Main Street
Mansfield, TX 76063, USA
mouser.com

(817) 804-3800

For Immediate Release

Mouser and UBM Join Forces in Design Community Partnership

July 25, 2011 – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced a community partnership to sponsor the all-new redesigned [Design News](http://www.designnews.com) website.

The collaboration gives Mouser another direct connection to the design engineering community. Design News is one of the leading resources, both online and in print, providing technology news, opinions, analyses, end-user examples and tutorials for engineers, who design consumer and industry-specific products and systems ranging in applications from planes, trains and automobiles to cellular phones, industrial machinery, medical devices and more.

“We share a mission with Design News to be the most preferred source for design engineers. As a design-fulfillment, global distributor serving this niche market, we are very excited to partner with Design News and UBM on this level,” says Larry Johannes, Mouser Electronics’ Vice President of Strategic Marketing. “They are a well-respected media organization serving the 21st Century needs of innovators, who are helping to shape the future of electronics. This is a win-win for us and our customers.”

“We gladly welcome Mouser as a key partner of the engineering community on the new Design News site,” says Paul Miller, CEO of UBM Electronics and UBM Canon Publishing. “Mouser is a trusted, authorized source for more than 450 manufacturers of semiconductors and electronic components and we greatly appreciate Mouser’s support.”

The new Design News site is a streamlined, interactive site with the same high-quality industry news and information that Design News is known to provide, packed with exciting new features. The new user-friendly platform allows for more opportunities to engage and contribute, and to share ideas for a true community experience. Features include Analysis, First Stop, DN Radio, DN TV, Message Boards, Quick Poll, Newsfeed, Resource Center, Webinars, Product Showcase and other highlights.

To view the new site, visit <http://www.designnews.com/>

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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 17 global support locations and the latest, most technologically advanced components for their newest design projects. Mouser Electronics' website is updated daily and searches more than 8 million products to locate over 2 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 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 300,000 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:
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