

For Immediate Release

MOUSER PARTNERS WITH UBM ELECTRONICS DESIGN WEST 2012 *INDUSTRY FIRST "SEVEN SUMMITS" CONFERENCE & EXHIBITION IN ONE IDEAL VENUE*

March 1, 2012 – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced that it is the Signature Sponsor of the [DESIGN West 2012](http://www.designwest.com) Event for design engineers (**March 26 – 29, 2012, McEnery Convention Center, San Jose, California**).

This new conference and exhibition cater to the world's top engineers interested in examining the business issues facing the electronics systems design industry today. In addition to learning "what's next" with the electronics industry's most interesting new applications, participants will gain unparalleled access to DESIGN West's Conference & Exhibition, all in one place.

"Mouser is in lock-step with the changing needs of the electronics engineers and business executives," says Larry Johannes, Vice President of Strategic Marketing at Mouser Electronics. "DESIGN West's combination of the top industry summits is an ideal opportunity for Mouser to support design engineers from many disciplines by providing knowledge and access to the technologies that advance innovation and accelerate time-to-market."

As the Signature Sponsor of the DESIGN West 2012 event, Mouser is integrally involved in the summits including:

Sensors in Design: Mouser is the sponsor of this event and will have a corner section at this conference and expo which provides how-to technical presentations on the development of sensor technology in real-world applications.

Designing with LEDs: As the presenting sponsor, Mouser will have a prominent display at this conference and expo which is focused on LEDs in lighting applications.

ESC: Mouser will have a large multi-media booth (# 1529) at the highly touted Embedded Systems Conference and Expo – the global electronics industry's "go to" event for 24 years. Additionally, Mouser's history making #88 IndyCar will be on display at the booth and design engineers are encouraged to stop by and have the unique opportunity to take their photo with the IndyCar while registering for great prizes.

"DESIGN West is part of a revolutionary event decades in the making," states David Blaza, Vice President, UBM Electronics. "Unlike other, more narrowly focused industry events, DESIGN West effectively unites the entire electronics development community by providing access to the latest design insights and techniques in one place, at one time."

DESIGN West offers engineers, product developers and business managers a comprehensive educational conference agenda and hands-on experience with the newest electronics technologies from more than 300 exhibitors.

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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 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.

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 2.7 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>.

About UBM Electronics

UBM Electronics is the global leader in media and marketing solutions for the electronics industry. UBM Electronics delivers results for the key influencers and decision makers involved in the design, development and commercialization of technology through its market leading brands, peer communities and professional education services. More than 2.2 million engineering professionals engage with UBM Electronics brands which include EE Times, EDN, EDN China, EDN Asia, EDN Japan, Design News and Test & Measurement World, TechOnline, Designlines and Embedded.com across the globe to accelerate technology sales. The international electronics community gathers at UBM Electronics market leading events such as the Embedded Systems Conferences, DESIGN West, DesignCon and ARM Technology Conference to share, learn, discuss, and advance the critical issues and challenges facing the electronics industry. Additionally, UBM Electronics provides end-to-end services ranging from next-generation marketing, integrated media, custom solutions and research. UBM Electronics is part of UBM (UBM.L) a global provider of media and information services for professional B2B communities and markets. For more information, visit <http://www.eetimesgroup.com/>

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