

For Immediate Release

Mouser Signs Distribution Agreement with Panasonic Semiconductor

September 26, 2011 – [Mouser Electronics](#), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced that they will now be stocking the progressive line of semiconductors from the semiconductor group of [Panasonic Industrial Company](#).

The accord between the two corporations will provide design engineers and buyers rapid access to Panasonic's semiconductor technologies through Mouser's state-of-the-art distribution process. Panasonic offers a variety of semiconductors and LED emitters to meet the demands of today's most advanced electronic products.

"Panasonic has been a leader in the electronics industry for decades, and we are very pleased to be partnering with such an esteemed corporation to bring their semiconductor products to our customers," said Mike Scott, Mouser Vice President of Semiconductors. "Bringing our specialized distribution expertise to back Panasonic's premier semiconductor technology will ensure a seamless, efficient experience for design engineers and the essential competitive edge for their latest designs."

"We are excited to partner with Mouser as Panasonic continues to expand its global presence," said Jeff Howell, Director of Components Group, Panasonic Industrial Company. "Mouser has the ability to rapidly get Panasonic's products into the hands of design engineers and buyers and we look forward to a prosperous future."

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 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.

-- continued --

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>.

About Panasonic

Panasonic Corporation of North America, based in Secaucus, NJ, is the principal North American subsidiary of Osaka, Japan-based Panasonic Corporation (NYSE: PC) and the hub of its branding, marketing, sales, service, product development and R&D operations in the U.S. and Canada. Established in New York City in 1959, Panasonic Corporation of North America was known as Matsushita Electric Corporation of America until 2005 when its company name was changed to strengthen its connection to the brand and the consumer. Throughout its history, Panasonic has made understanding how its products can impact people's lives a core focus for product development and refinement. "Ideas For Life" is a reflection of that commitment and a guiding force for what can be expected from Panasonic in the future. For further information, visit <http://www.panasonic.com/industrial/semiconductors/>.

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