

## For Immediate Release

### **Mouser Inks Exclusive USB 3.0 Deal with Würth Electronics**

*Stock includes USB 3.0 cable assemblies and connectors*

**Mansfield, Texas, USA – March 16, 2011 – [Mouser Electronics](http://www.mouser.com)**, Inc., regarded as a top global engineering design resource for semiconductors and electronic components, has signed an exclusive agreement with [Würth Electronics](http://www.wurth-electronics.com) to stock USB Standard 3.0 cable assemblies and connectors. Würth Electronics is a leader in signal and communication devices.

It was recently announced that Mouser and Würth fully expanded their distribution agreement to a global status. In addition, Mouser now possesses an exclusive North American catalog distributorship for the entire product line of the newest USB standard – the SuperSpeed USB 3.0.

Mouser has in-stock availability of Würth's WR-COM USB 3.0 Horizontal Connectors, Cable Assemblies, and an RJ45 LAN Transformer with a USB 3.0 port. The video optimized SuperSpeed USB 3.0 provides increased connectivity bandwidth – up to 4.8Gbps – for increasingly sophisticated peripherals that require more power when needed and less power when it's not.

Würth's USB 3.0 product line is fully backward compatible with USB 2.0, so any device updated with USB 3.0 will experience markedly improved speed, new power management features, and greater interaction between the device and the host computer. To learn more about Würth's USB 3.0 product line, visit <http://www.mouser.com/wurthusb3/>.

Mouser caters to design engineers and buyers with its rapid introduction of the newest products and emerging technologies.

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in emerging technologies. Mouser offers customers the latest, most technologically advanced components for their newest design projects. Mouser Electronics' website is updated daily and searches nearly 7 million products to locate over 1.8 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**

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 1.8 million products online from more than 400 manufacturers. Mouser publishes multiple catalogues 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 Würth Elektronik Group**

German-based Würth Elektronik Group is an Allied Company within the Würth Group that includes business units with different business focuses, such as Circuit Board Technology, EMC & Inductive Solutions, Electronic Interconnect & Electromechanical Solutions, Intelligent Connecting Systems, Transformers and Custom Magnetics and Photovoltaics. A long-standing Germany company, their corporate strategy is based on "added values," giving customers first-class products, plus more in the areas of support, reliability and delivery of service. For more information, visit <http://www.we-online.com>.

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