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## For Immediate Release

### **Mouser Electronics Named E-Commerce Distributor of the Year by Bourns**

**May 28, 2013** – [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 has been named the E-Commerce Distributor of the Year by [Bourns](http://www.bourns.com), Inc. The award was presented at the recent 2013 Electronic Distribution Show (EDS), the premier electronic components distribution show held yearly in Las Vegas, Nevada.

Mouser has been an authorized distributor for Bourns for many years and continues to be the fastest to offer Bourns' newest products. Mouser stocks an impressive array of Bourns® products – circuit protectors, sensors, controls, and resistive components. Bourns is known for the development of new technologies and the receipt of awards for innovation as they consistently expand manufacturing capabilities to meet their customers' changing needs.

“We are pleased that our key marketing initiatives, broad inventory profile, and close working relationships resulted in strong growth with Mouser in 2012. We congratulate Mouser on receiving our 2012 e-Commerce Distributor of the Year award,” said Lee Bourns, E-Commerce Distributor Sales Manager for Bourns in the Americas.

Andy Kerr, Mouser Vice President of Passives, commented, “Mouser is honored to be recognized with this prestigious award by our friends at Bourns. We greatly value our partnership and will continue to live up to these high standards by introducing the newest Bourns products, expanding our customer base, and growing our business globally together.”

Last year Mouser was awarded both the European Distributor of the Year POS Growth Award and the Asia Distributor of the Year POS Growth Award from Bourns. The awards were based on overall percent POS growth for European and Asia sales. Mouser had the highest growth percentage year over year for all of Bourns' catalog distributor partners.

For more information about these and other performance awards received by Mouser, visit <http://www.mouser.com/recognition/>.

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 10 million products to locate over 3 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 3 million products online from more than 500 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 400,000 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 Bourns**

Bourns, Inc. is a leading manufacturer and supplier of automotive sensors, circuit protection solutions, magnetic products, microelectronic modules, precision potentiometers, panel controls and encoders and resistive products. Headquartered in Riverside, CA, Bourns serves a broad range of markets, including telecommunications, computer, industrial, instrumentation, automotive, consumer, non-critical life support medical, audio and various other market segments. Bourns products are manufactured according to ISO-9000 standards under Six Sigma quality programs.

### **Trademarks**

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