



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

(817) 804-3800

For Immediate Release

Mouser Receives Top ECIA Award for Best Brand/Image Advertising *Global Distributor is Named Finalist for Five Top Marketing Awards*

November 5, 2012 – [Mouser Electronics](http://www.mouser.com), Inc., a top design engineering resource and global distributor for semiconductors and electronic components, has received the top Electronics Choice Industry Award for **Best Brand/Image Advertising** from the Electronic Components Industry Association at the ECIA's annual national conference Oct. 28-30 in Chicago.

The ECIA, a leading non-profit organization dedicated to supporting the expanding needs and interests of the authorized electronics supply chain, also honored Mouser with its **Best Media Innovation Award (Non-Product)** for Mouser's "Design Deadline 2" video and a special Honorable Mention for their targeted Web Promotion for the Mouser IndyCar Program's popular "Engineering 500 Challenge." The distributor was also named a Finalist for Best Social Media Outreach and Best Online Campaign and was honored for its collaboration with [ECIA](http://www.ecia.com) for generously supporting the **2013 FIRST® Robotics Program**.

"It's a tremendous honor for us to receive these industry marketing awards from the ECIA," said Larry Johannes, Mouser Vice President of Strategic Marketing. "It's especially gratifying to be recognized by the ECIA member distributors, manufacturers and representatives for this body of work. We have a team of very talented people here who concept, create and develop these campaigns. I've always believed that they were the best in the business. These important awards give us the confidence to believe that we're doing the right things to provide relevant content to our customers."

The ECIA Award for **Best Brand/Image Advertising** recognizes Mouser's global marketing initiatives that include the innovative "Flags" campaign ads that feature intricate world flags made of electronic components, representing Mouser's 19 international offices across the globe. The Best Media Innovation Award was given for Mouser's "Design Deadline 2" video, a funny, spoof-type, short video which has captivated social media audiences on Mouser's YouTube channel. To view this video, visit <http://mou.sr/M0dTHm>.

The Best Special Web Promotion, for the Engineering 500 Challenge, came out of Mouser's lead sponsorship of the KV Racing IndyCar in the 2012 Izod® IndyCar Series. Throughout the season, engineers were invited to take the [Mouser 500 Challenge](http://www.mouser.com/500challenge), a series of three engineering challenges to help find design solutions to various technical problems relating to the high-speed sport of IndyCar.

Last year, Mouser President and CEO Glenn Smith received the ECIA's Distinguished Service Award for his leadership and on-going work with the ECIA in preventing electronic part counterfeiting. Mouser also received awards in 2011 for Best Digital Marketing/Social Outreach for the company's *What's Next* videos and Best Print Marketing/Corporate Newsletter for its employee newsletter, *Momentum*.

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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 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 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 375,000 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 ECIA

The Electronic Components Industry Association (ECIA) was formed in 2011 by uniting the National Electronic Distributors Association (NEDA) and the Electronic Components Association (ECA). ECIA members are involved in the development of industry guidelines, EIA technical standards and unique component market statistics reports. The association is a steadfast advocate for the authorized sale of electronic components and operates an exclusive inventory search site for authorized product: www.eciaauthorized.com. ECIA unites all segments of the electronic components industry in these efforts: manufacturers, authorized distributors and manufacturers representatives.

About FIRST®

Accomplished inventor Dean Kamen founded *FIRST®* (For Inspiration and Recognition of Science and Technology) in 1989 to inspire an appreciation of science and technology in young people. Based in Manchester, N.H., *FIRST* designs accessible, innovative programs to build self-confidence, knowledge, and life skills while motivating young people to pursue opportunities in science, technology, and engineering. With support from three out of every five Fortune 500 companies and more than \$14 million in college scholarships, the not-for-profit organization hosts the *FIRST®* Robotics Competition (FRC®) and *FIRST®* Tech Challenge (FTC®) for high-school students, *FIRST®* LEGO® League (FLL®) for 9 to 14-year-olds, (9 to 16-year-olds outside the U.S., Canada, and Mexico) and Junior *FIRST®* LEGO® League (Jr.FLL®) for 6 to 9-year-olds. Gracious Professionalism™ is a way of doing things that encourages high-quality work, emphasizes the value of others, and respects individuals and the community.

Trademarks

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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