



Mouser (Shanghai) Electronics Trading Co. Ltd
Suite 15A07
Greenland Commercial Building
1258 Yuyuan Road
Shanghai, China 200050
+86 (21) 6360-6111
+86 (21) 6360-0189 Fax
shanghai@mouser.cn
www.mouser.cn

For Immediate Release

Mouser Electronics Wins Major Chinese Distributor Award from *EEPW*

December 17, 2013 - [Mouser Electronics](#), Inc., a leading engineering resource and global distributor of semiconductors and electronic components, today announced it has received the prestigious “2013 Achievement Award – Editor’s Pick – Most Favorite Catalog and Online Distributor in China” from *Electronic Engineering & Product World for Engineering Managers & Designers Magazine*.

The award demonstrates that Mouser is gaining brand recognition among engineers and buyers who are looking for authorized, quality sources for semiconductors and electronic components. Mouser has been recognized by the Chinese design engineers and industry experts for quality local customer service, the widest selection of the newest products, the most convenient payment service and user-friendly online tools.

This award is the fifth recognition that Mouser has received this year. It follows the “Best China Distributor of the Year” by *EDN China magazine* in November; the “Best Customer Satisfaction Award” in the Semiconductor Category and “Best Distributor Award in Huadong Area” by *HC360.com*; and the “Most Satisfactory Overseas Franchised Distributors Award” by the *Electronics Supply and Manufacturing–China (ESMC)* magazine in May.

“We are excited to be honored as the favorite catalog and online distributor. The recognition demonstrates that our customer approach in China is on the right track,” says Mark Burr-Lonnon, Mouser Senior Vice President of APAC Business. “Mouser is dedicated to becoming the most preferred source of design engineers across China for the newest products. Our rapid introduction of the newest products and technologies, from over 500 industry leading manufacturers, gives design engineers a competitive edge in creating new designs, and buyers a wealth of new products to meet their purchasing needs.”

Burr-Lonnon explains, “Mouser continues to serve our customers in China by enhancing our local customer service and technical support by providing the online QQ service hotline, increasing the options for payment, and launching the Chinese brand name “贸泽电子.” Mouser accepts RMB payment, as well as UnionPay and AliPay®. This enables Chinese design engineers to communicate with Mouser customer representatives and place orders on Mouser.cn easier and faster than ever before.”

Mouser’s [Newest Products](#) and [Applications and Technologies](#) online design resource center provide real-time, widest selections of new product information with a comprehensive product knowledge database, assisting design engineers in finding solutions and products. To learn more, visit Mouser’s site at <http://www.mouser.cn>.

-continued-

With a broad product line and extensive customer service, Mouser Electronics provides valuable support to both design engineers and buyers by quickly delivering What's Next in Advanced Technologies. Mouser Electronics offers 20 global support locations and stocks the world's widest selection of semiconductors and electronic components. The Mouser Electronics' website is updated daily and provides advanced search features for more than 10 million products, locating over 4 million products for easy online purchase. Mouser.com also houses the industry's leading interactive catalog with data sheets, reference designs, application notes, technical design assistance, and a wide variety of engineering tools for both experts and novices.

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 and fast delivery of new products and technologies to engineers and buyers. Mouser.com features more than 4 million products online from more than 500 manufacturers. Mouser Electronics publishes multiple catalogs per year, providing designers with up-to-date data on the components now available for leading-edge electronic systems. Mouser Electronics 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>.

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:
Kevin Hess, Mouser Electronics
Vice President Technical Marketing
+ 1 (817) 804-3833
kevin.hess@mouser.com

Further information, contact:
Daphne Tien
APAC Marketing/Business
Dev. Director
+886 (2) 2799 2096 #4816
daphne.tien@mouser.com

For press inquiries, contact:
Ceres Wang
Adv/Comm. Mgr./Asia
+886 (2) 2799 2096 #4817
+886 (0) 953-091-539
ceres.wang@mouser.com