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For Immediate Release

Mouser Electronics Awarded Most Satisfactory Overseas Franchised Distributor by ESMC in China

June 6, 2013 – [Mouser Electronics](#), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced it has been honored with the Most Satisfactory Overseas Franchised Distributor Award from Electronics Supply & Manufacturing-China Magazine (ESM-China) in China. Mouser has won top awards from ESMC for six consecutive years. It indicates that Mouser has established top-of-mind awareness for our authorized distribution model, unsurpassed customer service and as the source for the newest components in China from the world's leading manufacturers.

"We are very excited to be named as the Most Satisfactory Overseas Franchised Distributor from Chinese customers and readers, which demonstrates our customer-centric strategy for the Chinese market continues to gain momentum," says Mark Burr-Lonnon, Mouser Senior Vice-President of APAC Business. "As a design fulfillment distributor and one of the founding member of China Electronics Distributor Alliance (CEDA), Mouser is devoted to helping facilitate the development of franchised distribution services in China. We not only provide the newest authentic products for design engineers and buyers, we also support RMB transactions and payments via UnionPay to provide even more efficient services to customers, speeding up the time to market for their new innovations and product launches."

Mouser offers local technical support, and continuously launches and upgrades its vast array of online tools and services on [Mouser.cn](#) to satisfy the needs of the engineers and buyers. Mouser's latest version of the [Newest Products](#) and [Applications & Technologies](#) sites provide real-time, comprehensive selection of new product information with a product knowledge database. The newest products information has been updated on daily bases. Recently, Mouser released the brand new Applications & Technologies site highlighting MEMs and Broadcast, and the expansion of lighting application site.

"The Chinese electronics industry is under a major transformation from purely manufacturing in China toward ever increasing focus on designing in China. Mouser's primary mission is to utilize our strength to foster the design activities in China. We specialize in the rapid introduction of the most advanced technologies from the world's leading manufacturers. Having the newest part first is a "time-to-market" advantage enabling design engineers to quickly gain market advantage to their business," Burr-Lonnon concludes. "We keep on increasing our linecard with new manufacturers of cutting-edge technologies to provide design engineers with widest selection and inspiration."

The Annual Electronic Components Distributor Survey in China presents the importance of the electronics components industry. The annual survey examines mainland China's electronic components distribution market and provides an overview of customer preference in selecting a distributor. Distributors were divided into franchised and independent distributor categories and rated by Chinese customers and industry analysts in a variety of categories focusing on customer support and service capabilities.

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies from over 500 manufacturers. Mouser is an authorized, trusted source for the latest semiconductors and electronic components, and is known for its rapid introduction of the newest technologies from the industry's top manufacturers. As such, Mouser has been honored with numerous industry awards for its best-in-class practices.

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>.

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