



7F., No. 582, Ruiguang Road  
Neihu District, Taipei City 114  
Taiwan  
+886-2-2799-2096  
+886-2-2799-2095 Fax  
taiwan@mouser.com  
www.mouser.com

**For Immediate Release**

## **Mouser Electronics Continues Global Expansion with New Customer Support Center in Penang, Malaysia**

**September 4, 2013** – [Mouser Electronics](http://www.mouser.com), Inc., a leading engineering resource and a global distributor of semiconductors and electronic components, today announced the new opening of a customer service center situated in Penang, Malaysia. This new office now makes 20 locations worldwide and seven locations in the APAC region for the global design-fulfillment distributor. Mouser's local Penang office serves the increasing local demand for the personalized technical support and service of design engineers while adding to the company's growing global footprint.

Penang is one of the largest electronics manufacturing hubs in Asia with a solid base of research and development activities. With this new location, Mouser is able to provide design engineers and buyers in Penang with best-in-class localized service and fast delivery of the newest semiconductors and electronic components from the world's top manufacturers.

Mouser's seven customer support centers are strategically placed across the APAC in Hong Kong, Shanghai, Taipei, Singapore, Bengaluru, Bangkok, and Penang.

"Mouser is very excited about opening the new location in Penang. It reinforces our commitment to provide innovation-driven design resources to help facilitate the success of electronic engineering activities in Penang," states Mark Burr-Lonnon, Mouser Senior VP of APAC Business. "This is one of the fastest growing markets for us with over 30% growth rate in APAC. We see great potential here, not only in the electronics manufacturing sector, but also in the areas where governments are placing huge investment, such as local infrastructure."

Burr-Lonnon continues, "When you take into account the well-educated, highly skilled workforce, and the high concentration of progressive engineering, manufacturing and high-tech companies, expanding Mouser's presence into Penang makes for a sound business strategy."

-continued-

## Mouser/Mouser Opens Penang Office

Page 2

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 has 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 available 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](mailto:kevin.hess@mouser.com)

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

For press inquiries, contact:  
Ceres Wang  
Adv/Comm. Mgr./Asia  
+886 (2) 2799 2096 #4816  
+886 (0) 953-091-539  
[ceres.wang@mouser.com](mailto:ceres.wang@mouser.com)