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## For Immediate Release

### **Mouser Electronics Honored with MVP Award from ADLINK Technology**

**February 27, 2014** – [Mouser Electronics](http://www.mouser.com), Inc., a leading engineering resource and global authorized distributor for semiconductors and electronic components, has been named the 2013 Channel MVP by [ADLINK Technology](http://www.adlink.com).

The global award was presented to Mouser for all-over best channel performance: Having the fastest and most effective new product launches for ADLINK Technology, combined with the largest array of ADLINK products in stock; plus outstanding growth of ADLINK customers across the globe.

“We’d like to thank our friends at ADLINK Technology for recognizing us with this award,” said Russell Rasor, a Mouser Vice President of Supplier Management. “This is a great compliment to the partnership between the Mouser and ADLINK teams. ADLINK’s active support continues to help us promote their leading-edge products to a broad range of customers.”

ADLINK Technology is part of the Intel® Intelligent Systems Alliance, one of the world’s most recognized and trusted technology ecosystems. Mouser stocks and delivers the wide range of ADLINK Technology products, including embedded computing products and services to the test & measurement, automation & process control, gaming, communications, medical, network security, and transportation industries.

“We are very pleased to present our 2013 Channel MVP Award to Mouser Electronics,” said Alan Wells, Channel Director at ADLINK. “Mouser’s focus on new customers, their attention to detail and service excellence, as well as their focus on the rapid introduction and promotion of our new ADLINK Technology products, has helped them achieve this top MVP honor.”

For information on the wide selection ADLINK Technology products available at Mouser Electronics, visit <http://www.mouser.com/adlink>.

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 20 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 many times per day and searches more than 10 million products to locate over 4 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 4 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 ADLINK Technology**

ADLINK Technology provides a wide range of embedded computing products and services to the test & measurement, automation & process control, gaming, communications, medical, network security, and transportation industries. ADLINK Technology products include PCI Express-based data acquisition and I/O; vision and motion control; and AdvancedTCA, CompactPCI, and computer-on-modules (COMs) for industrial computing. With the acquisition of Ampro Computers, Inc. and LiPPERT Embedded Computers GmbH, ADLINK Technology also provides a wide range of rugged by design Extreme Rugged™ and Rugged product lines including single board computers, COMs and systems.

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