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For Immediate Release

Mouser Promotes Authorized Distribution with New Anti-Counterfeit Site

June 19, 2014 – [Mouser Electronics](http://www.mouser.com), Inc., a leading engineering resource and global distributor of semiconductors and electronic components, today announced the unveiling of a new [Anti-Counterfeiting](http://www.mouser.com/anticounterfeit) site at [Mouser.com](http://www.mouser.com).

The site offers a one-stop resource for the very latest news, developments and standards in anti-counterfeiting measures at Mouser and throughout the industry. See it all at <http://www.mouser.com/anticounterfeitparts/>.

“This site is dedicated to communicating with our customers our commitment and other relevant topics concerning Authorized Distribution,” said Pete Shopp, Mouser Senior Vice President of Business Operations. “Mouser strongly supports all efforts to help the industry identify and avoid counterfeit parts.”

“Our customers can be confident that Mouser Electronics takes every possible precaution to ensure they are receiving authorized, genuine components,” Shopp added. “Our commitment to delivering authorized genuine components for our customers across the globe is central to our business. We have adopted multiple safeguards and quality control standards to provide customers with full traceability on the commercial components sold.”

The new resource site contains details about Mouser’s quality assurance, Mouser’s Anti-Counterfeit Control Plan as well as specifics about [AS9100C](http://www.as9100c.com) Certification. There are also easy links to the [Electronic Components Industry Association](http://www.ecia.com) (ECIA), the latest information about SAE Anti-Counterfeiting, and notices of upcoming anti-counterfeiting conferences.

Also featured is a new blog by Mouser’s own Chuck Amsden, a well-known authority on compliance issues and counterfeit part mitigation. Amsden is a frequent speaker on counterfeit and compliance issues at events nationally and internationally. Amsden, who has more than 25 years of [quality assurance](http://www.mouser.com/quality-assurance) and compliance experience, directs Mouser’s quality assurance staff and assures that the company’s distribution operations comply with industry and company standards. He has helped lead Mouser into obtaining top industry certifications.

As an AS9100C distributor, Mouser’s support of this new resource as well as the company’s support and sponsorship of SAE International events, underscores Mouser’s dedication to leading the fight against counterfeit products.

As an ongoing commitment to providing authorized genuine components, Mouser holds the industry's highest certifications for policy procedures, including AS9100C/ISO 9001:2008. Established as the industry's gold standard for quality and control, [AS9100C](#) is a quality management certification that assures the distribution of the highest quality components by providing traceability, risk management, process control, customer support, product availability and completeness of documentation. To further support AS9100C, Mouser Electronics has developed and implemented programs that see to the continuous monitoring and improvement of customer satisfaction. Mouser also is an [ECIA](#) (Electronic Components Industry Association) and [CEDA](#) (China Electronics Distributor Alliance) authorized distributor.

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 daily 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 more than 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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