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For Immediate Release

Mouser Electronics Co-Sponsoring the Texas Instruments European Analog Design Contest for 2013

9 January, 2013 – [Mouser Electronics](http://www.mouser.com), Inc. today announced that it will co-sponsor the Texas Instruments European Analog Design Contest for 2013.

Mouser is a strong supporter of education and innovation within the electronic engineering community and has joined with Texas Instruments' Analog Design Contest, an initiative to encourage system-level design at the higher education level. It is an opportunity for university students in Europe, the Middle East, and Africa (EMEA) to show creativity and engineering skills while working on a design project using TI's broad range of high-performance analog and embedded processing integrated circuits (IC's). This contest allows university engineering students to gain experience and recognition in the analog field as well as compete against other teams for cash prizes.

There will be two rounds in the contest. The first round will result in 20 winning teams, all of which will win a cash prize of \$1,000 US, and be entered into the second round. The second round for this contest will result in four winning teams. The first place team will win \$10,000 US, second place \$5,000 US, and third and fourth place will win \$2,500 US each.

The registration deadline for the contest is 28 February, 2013; and the report submission deadline is 31 July, 2013. The first round of winners will be announced 30 September, 2013, and the second round winners on 31 October, 2013. For full contest details and rules, visit www.ti.com/adc.

"This is the fourth Analog Design Contest we are organizing in Europe", said Dr. Djordje Marinkovic, TI EMEA university program manager. "We have been impressed by the skills and innovation demonstrated in the previous contest runs. The students are quite motivated to accept the challenge – in the last edition, we saw more than 500 students participating".

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“Mouser stocks the widest range of TI products and development kits worldwide and is delighted to be supporting Texas Instruments on this project, which will allow students to gain experience and recognition in the analog field. Like TI, we too are interested in fostering innovation among tomorrow’s engineers”, stated Graham Maggs, Mouser director of EMEA marketing. “This is an excellent opportunity for young engineers to develop ideas, utilize key technologies and tools, and compete against some of the world’s best up-and-coming young design engineers”.

To learn more about Texas Instruments products available at Mouser, visit

www.mouser.com/texasinstruments.

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 450 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 375,000 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 Texas Instruments

Texas Instruments semiconductor innovations help 90,000 customers unlock the possibilities of the world as it could be – smarter, safer, greener, healthier and more fun. Our commitment to building a better future is ingrained in everything we do – from the responsible manufacturing of our semiconductors, to caring for our employees, to giving back inside our communities. This is just the beginning of our story. Learn more at www.ti.com.

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