

For Immediate Release

Mouser Receives Top Community Activism Award from ECIA for Support of *FIRST*® Robotics Competition

November 4, 2014 – For the second straight year, [Mouser Electronics](http://www.mouser.com), Inc., the global distributor with the newest semiconductors and electronic components, was presented the top **Electronics Choice Industry Award for Community Activism** from the [Electronic Components Industry Association](http://www.ecia.org).

Mouser received the award at the ECIA's annual executive conference on Oct. 27 in Chicago.

The ECIA, a leading non-profit organization dedicated to supporting the expanding needs and interests of the authorized electronics supply chain, again cited Mouser for its support of the ***FIRST*® Robotics Competition**.

The ECIA Award for Community Activism recognizes Mouser's multi-faceted support and promotion of the [FIRST Robotics Competition](http://www.firstrobotics.com). The Mouser team also won several other top ECIA Awards for Marketing and Mouser Quality Director Chuck Amsden received the ECIA Distinguished Service Award. For a complete look at all of the awards, visit www.mouser.com/ecia-awards-2014.

"It's a tremendous honor for us to again receive this Community Activism Award from the ECIA," said Kevin Hess, Mouser Vice President of Technical Marketing. "Mouser Electronics is dedicated to inspiring young people's interest in science and technology, and we are proud to sponsor a program that supports the brightest young minds and future engineers. *FIRST*® provides students with a platform for innovation and a chance to solve real-world engineering challenges while helping to build self-esteem. It's our goal to build awareness for the program."

Through *FIRST*® (For Inspiration and Recognition of Science and Technology), students in grades K-12 are engaged in exciting mentor-based programs that build science, engineering and technology skills. Mouser helps *FIRST*® provide high-school students participating in FRC with "real-world engineering" experience.

This year, Mouser was the sponsor of the *FIRST*® Hall of Fame area at the Championship Event in St. Louis, Missouri, and had a large 20x20 exhibit, featuring a robot race along with its unique capabilities as the design-fulfillment distributor offering the newest products and advanced technologies.

As it did the previous year, Mouser again contributed to the FRC Kit of Parts for competitors during the 2014 FRC season. Mouser also supported the FRC Regional Competition in Dallas as a major sponsor. To learn more about Mouser's support of *FIRST*, visit, <http://www.mouser.com/first>.

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 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>.

About ECIA

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components to the end customer. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generating critical business intelligence. For more information, visit www.ecianow.org or call 678-393-9990.

About *FIRST*®

Accomplished inventor Dean Kamen founded *FIRST*® (For Inspiration and Recognition of Science and Technology) in 1989 to inspire an appreciation of science and technology in young people. Based in Manchester, N.H., *FIRST* designs accessible, innovative programs to build self-confidence, knowledge, and life skills while motivating young people to pursue opportunities in science, technology, and engineering. With support from over 200 of the Fortune 500 companies and more than \$20 million in college scholarships, the not-for-profit organization hosts the *FIRST*® Robotics Competition (FRC®) for students in Grades 9-12; *FIRST*® Tech Challenge (FTC®) for Grades 7-12; *FIRST*® LEGO® League (FLL®) for Grades 4-8; and Junior *FIRST*® LEGO® League (Jr.FLL®) for Grades K-3. Gracious Professionalism® is a way of doing things that encourages high-quality work, emphasizes the value of others, and respects individuals and the community. To learn more about *FIRST*, go to www.usfirst.org.

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