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**For Immediate Release**

## **Mouser Receives Asia 2012 “Distributor of the Year POS Growth” by Bourns**

**February 5, 2013** – [Mouser Electronics](http://www.mouser.com), Inc., a top design engineering resource and global distributor for semiconductors and electronic components, has been honored by Bourns with the Asia 2012 [Bourns](http://www.bourns.com) Distributor of the Year POS Growth Award. The award was announced at Bourns’ Market Segment Solution Seminar in Taipei, Taiwan in recognition of the highest overall percentage POS growth in Asia for all of Bourns’ catalog distributor partners. Mouser Europe received the same award earlier at last year’s Electronica event in Munich, Germany.

“Mouser is honored to receive this prestigious award in Asia from Bourns,” said Andy Kerr, Mouser Vice President of Passives. “Design engineers trust Mouser to introduce the newest products from Bourns, as well as provide the highest level of customer service. Bourns has provided us with a broad selection of high-performance circuit protection and resistive components which are sought after by today’s design engineers. We value our partnership.”

“We congratulate the entire Mouser team on their track record for establishing and maintaining strong customer relationships and for giving our products their full support,” said Caleb You, Vice President of Asia Pacific Operation at Bourns. “As we continue our partnership with Mouser, we look forward to many mutually rewarding opportunities in the future.”

Mouser has been an authorized distributor for Bourns for many years, and continues to be the fastest to offer Bourns’ latest innovations. Mouser stocks an impressive breadth of Bourns products, including circuit protectors, resistive components, magnetic products, precision potentiometers, panel controls, encoders, and position sensors. Bourns is known for the development of new technologies and they continue to win awards for innovation as they consistently expand manufacturing capabilities to meet their customers’ changing needs.

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 19 global support locations and stocks the world’s widest selection of the latest semiconductors and electronic components for the newest design projects.

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Mouser Electronics' website is updated daily and searches more than 10 million products to locate over 3 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 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 Bourns**

Bourns, Inc. is a leading manufacturer and supplier of automotive sensors, circuit protection solutions, magnetic products, microelectronic modules, precision potentiometers, panel controls and encoders and resistive products. Headquartered in Riverside, CA, Bourns serves a broad range of markets, including telecommunications, computer, industrial, instrumentation, automotive, consumer, non-critical life support medical, audio and various other market segments. Bourns products are manufactured according to ISO-9000 standards under Six Sigma quality programs. Additional company and product information is available at the company's website at <http://www.bourns.com>.

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