

For Immediate Release

Mouser Named Distributor of the Year by Honeywell Sensing and Control

February 19, 2014 – [Mouser Electronics](#), Inc., a leading engineering resource and global authorized distributor for semiconductors and electronic components, has been named the 2013 Catalog Distributor of the Year by [Honeywell Sensing and Control](#).

This is the third time for Mouser to receive this top award by achieving excellence in several key areas: Having the fastest and most effective new product launches; the biggest increase in number of new Honeywell customers; maintaining the largest breadth of Honeywell products in stock; and the greatest percentage of sales increase. Mouser, a subsidiary of TTI, Inc., is part of the esteemed Berkshire Hathaway family of companies.

“It is a tremendous honor to be recognized by Honeywell, a recognized leader in the industry and one of our most valued supplier partners,” said Barry McConnell, Mouser Senior Vice President of Interconnect and Electromechanical Products. “Our business relationship has been mutually beneficial and this award is a great tribute to our hard work and continued success.”

“We are very pleased to present our 2013 Catalog Distributor of the Year Award to Mouser Electronics,” said Mike West, Director-Global Distribution Sales for Honeywell Sensing and Control. “Mouser’s focus on new customers and service excellence, as well as the rapid introduction and promotion of new Honeywell products has helped them achieve this high honor.”

In 2011, Mouser received Honeywell’s Innovative Marketing Communications Gold Award for excellence in key areas: Support and promotion of NPI products; growth in customer acquisition and development; overall alignment, relative to focus products; ability to provide analytics; and innovative marketing activities. In 2010 and 2012, Mouser also won Honeywell’s Americas’ Catalog Distributor of the Year.

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>.

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