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For Immediate Release

Mouser Electronics Named Distributor of the Year EMEA Catalog Partner by Bourns

January 3, 2017 – [Mouser Electronics](http://www.mouser.com), Inc. has been named as Distributor of the Year (Catalog Partner) in EMEA by [Bourns](http://www.bourns.com), Inc., a leading manufacturer and supplier of electronic components. The award recognizes Mouser’s outstanding contributions from January 2015 to June 2016 as one of Bourns’ leading distributors, contributing to outstanding percentage of sales (POS) growth of the company’s business in Europe.

“We are proud to work with Mouser and to present them with our traditional Bourns’ Cowbell Award for Catalog Partner Distributor of the Year in recognition of their outstanding sales performance,” said Ferdinand Leicher, Vice President Sales EMEA, Bourns. “Their energetic sales efforts resulted in increased sales right across our product portfolio and customer base in EMEA, and this ongoing commitment helps continue to enhance our joint success.”

“Bourns continually delights customers with innovative new products, which we are pleased to stock in depth,” added Graham Maggs, Vice President Marketing EMEA, Mouser Electronics. “All sectors perform well, but power and automotive especially stand out. We are delighted to receive this Bourns’ Cowbell Award and thank the company for this prestigious honor.”

Mouser stocks the extensive [product portfolio of Bourns](http://www.mouser.com/bourns), including automotive sensors, circuit protection solutions, magnetic products, microelectronic modules, trimming and precision potentiometers, panel controls, encoders, and resistive products. For more information, visit www.mouser.com/bourns.

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 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 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 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 rapid New Product Introductions from its manufacturing partners for electronic design engineers and buyers. The global distributor's website, Mouser.com, is available in multiple languages and currencies and features more than 4 million products from more than 600 manufacturers. Mouser offers 22 support locations around the world to provide best-in-class customer service and ships globally to over 500,000 customers in 170 countries from its 750,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit www.mouser.com.

About Bourns

Bourns is a leading manufacturer and supplier of automotive sensors, circuit protection solutions, magnetic products, microelectronic modules, trimming and precision potentiometers, panel controls, 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. Bourns automotive products are manufactured in accordance with the TS16949 standard.

Trademarks

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