

For Immediate Release

Mouser Electronics Receives Customer Expansion Awards for APAC and Japan from TE Connectivity

June 17, 2019 – [Mouser Electronics](http://www.mouser.com), Inc., the authorized global distributor with the newest semiconductors and electronic components, proudly announces that it has received the prestigious 2018 Customer Expansion Award for APAC and 2018 Customer Expansion Award for Japan from [TE Connectivity](http://www.teconnectivity.com) (TE), a world leader in connectivity and sensors. TE presented the awards to Mouser executives at TE's Regional Distribution Summit in Shanghai.

TE's annual Electronic Distributor Awards recognize the excellent performance of the company's distribution partners. Mouser won the two awards by exceeding its customer growth plan, substantially increasing TE customer count in Japan and the Asia Pacific (APAC) regions.

"We are very pleased to present these two awards to our outstanding global partner, Mouser Electronics," said Yewei Dong, Senior Director Sales, Global Channel Business, TE Connectivity. "In 2018, Mouser increased their TE customer base by 21.6 percent in the APAC region, and by 38.4 percent in Japan. We congratulate Mouser on their success and appreciate their commitment to TE."

"All of us at Mouser are honored to receive these awards and thank TE Connectivity for the recognition," said Daphne Tien, Vice President of Marketing & Business Development for Mouser APAC. "These awards signify the strong partnership that exists between our companies, and we look forward to many years of continued success as we unite to deliver innovation and quality."

At TE's Regional Distribution Summit in Germany, Mouser also received TE's award for Customer Expansion in EMEA for 2018. Last year, TE honored Mouser with the Global High Service Distributor of the Year Award for the fifth consecutive year, as well as the Customer Expansion Award for the Americas.

Mouser stocks a broad selection of TE products for a wide variety of industries and applications, including automotive, industrial, harsh environments, data communications, consumer devices, and aerospace and defense. To learn more about the newest TE products available from Mouser Electronics, visit www.mouser.com/TE-Connectivity.

With its broad product line and unsurpassed customer service, Mouser strives to empower innovation among design engineers and buyers by delivering 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 continually updated and offers advanced search methods to help customers quickly locate inventory. Mouser.com also houses data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

About Mouser Electronics

Mouser Electronics, a Berkshire Hathaway company, 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 5 million products from over 750 manufacturers. Mouser offers 25 support locations around the world to provide best-in-class customer service and ships globally to over 600,000 customers in more than 220 countries/territories from its 750,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit www.mouser.com.

About TE Connectivity

TE Connectivity Ltd. is a \$14 billion global technology and manufacturing leader creating a safer, sustainable, productive, and connected future. For more than 75 years, TE's connectivity and sensor solutions, proven in the harshest environments, have enabled advancements in transportation, industrial applications, medical technology, energy, data communications, and the home. With 80,000 employees, including more than 8,000 engineers, working alongside customers in approximately 140 countries, TE ensures that EVERY CONNECTION COUNTS. Learn more at www.te.com.

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