US Headquarters
1000 N. Main Street, Mansfield, TX 76063, USA
(817) 804-3800 Main
www.mouser.com

For Immediate Release

Mouser Electronics Recognized for Fifth Straight Year for Service Excellence

Receives Omega's Prestigious NorthFace ScoreBoard Award for Exceeding Customer Expectations

April 18, 2017 – Mouser Electronics, Inc., the authorized global distributor with the newest semiconductors and electronic components, announced today that it has received the NorthFace ScoreBoard Award℠ from Omega Management Group Corp. for the fifth straight year in recognition of achieving excellence in customer service and support in 2016. Mouser received a 99 percent satisfaction score.

Since 2000, the award has been presented annually to companies who, as rated solely by their own customers, exceeded expectations in customer satisfaction during the prior calendar year. Omega is an expert in customer experience management (CEM) strategy, and helps companies boost revenue and profits by consistently exceeding customer expectations for service quality.

"We have always taken great pride in consistently providing all of our customers with best-in-class service," said Mark Burr-Lonnon, Senior Vice President of Global Service and EMEA & APAC Business at Mouser Electronics. "This is a high honor. To receive it for the fifth time is extraordinary and due in large part to the dedication of our teams across the globe, who work hard to ensure that every customer is happy with their experience."

"The NorthFace ScoreBoard Award recognizes organizations who not only offer exemplary customer service, but who also center their existence on a deep commitment to exceeding customer expectations," said John Alexander Maraganis, President & CEO of Omega. "In 2016, more than 275 projects, many international in scope, were judged from scores of companies based in the U.S. and abroad. The majority of companies are repeat recipients, which shows that, despite the tough economy, implementing a CEM strategy is a reliable, proven way to achieve business success."

Omega's methodology measures customer satisfaction and loyalty levels on a 5-point scale (or equivalent) four times during the year in such categories as technical support, field service, customer service and account management. NorthFace ScoreBoard Award recipients are companies who, based solely on survey responses from their own customers, achieved a 4.0 or above out of a possible 5.0. As in previous years, Mouser earned a 4.8 on the 5-point scale.

"Due to its unique 'customer-only vote' criteria, the NorthFace ScoreBoard Award has been viewed from its inception as the only objective benchmark for excellence in customer service," Maraganis said. "Our research indicates that companies that consistently achieve a 4.0 rating or above, which we call the 'Loyalty Zone,' are succeeding in locking in profitable, long-term customer relationships, and this significantly raises the bar on their competitors."

Mouser's customer service excellence is deeply ingrained into its corporate culture, which emphasizes the important role of each employee, working as a team to help ensure customer satisfaction and loyalty. For more information, visit http://www.mouser.com/nfsb-award.

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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 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 over 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.

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Further information, contact:
Kevin Hess, Mouser Electronics
Senior Vice President of Marketing
(817) 804-3833
Kevin.Hess@mouser.com

For press inquiries, contact:
Kelly DeGarmo, Mouser Electronics
Manager, Corporate Communications and Media Relations
(817) 804-7764
Kelly.DeGarmo@mouser.com