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For Immediate Release

Mouser Electronics Signs Global Agreement to Distribute Broadcom Mass Market Products

September 2, 2014 – [Mouser Electronics](http://www.mouser.com), Inc., a top design engineering resource and global distributor for semiconductors and electronic components, today announced that it has signed a global distribution agreement with [Broadcom Corporation](http://www.broadcom.com).

As Broadcom's first eCommerce distributor, Mouser Electronics will offer same-day shipping on a variety of Broadcom mass market products, including the industry-leading Wireless Internet Connectivity for Embedded Devices (WICED™) platform. Broadcom's [WICED Wi-Fi](#) and [WICED Smart](#) development platforms provide original equipment manufacturers (OEMs) with a complete, simplified implementation of wireless connectivity, resulting in faster time-to-market for a broad range of Internet of Things (IoT) innovations.

"Mouser is thrilled to serve as Broadcom's first online catalog distributor," said Jeff Newell, Mouser Senior Vice President of Products. "Mouser's partnership with Broadcom provides customers worldwide with an enhanced selection of industry-leading products including Wi-Fi, Bluetooth Smart, and leading-edge RoboSwitch™ and StrataConnect™ Ethernet devices."

"Mouser's excellent semiconductor-centric marketing and search engine optimization (SEO) capabilities make them an ideal choice as our eCommerce distributor," said Vince Brocato, Broadcom Senior Director, Global Channel. "Our relationship with Mouser will allow us to expand our customer base and continue to scale our platform offerings."

To learn more visit: <http://www.mouser.com/broadcom> .

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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