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## For Immediate Release

### **Celebrity Engineer Grant Imahara Tours Mouser's Massive Distribution Center**

*Exciting New Video Gives Sneak Peak of Global Distributor's Best-in-Class Fulfillment Operations*

**February 11, 2015**– [Mouser Electronics](http://www.mouser.com), Inc., the global authorized distributor with the newest semiconductors and electronic components, today released a [video](#) with celebrity engineer [Grant Imahara](#), best known for his role on TV's *Mythbusters*, touring Mouser's state-of-the-art warehouse. To view the entertaining video, click [here](#).

Glenn Smith, Mouser's President and CEO, takes Imahara on a behind-the-scenes look at the inner workings of the world's premier distributor of the newest semiconductors and electronic components. Imahara, no stranger to amazing things, is stunned by the size, scope, complexity and the technology behind operations at Mouser's nearly half-million square-foot distribution facility. To watch the video, visit [Empowering Innovation Together™](#) or go to Mouser's YouTube channel at <http://youtu.be/G3V5Oi9fdr4>.

"I've been a Mouser customer for more than 20 years, but I had no idea that such a facility existed," Imahara said. "I guess I knew there was something behind it all but never thought about it. Just like everyone else, you know, you order parts from Mouser and they arrive the next day...but this is truly astounding."

Mouser and its employees go to great lengths to ensure a seamless and hassle-free buying experience for all of its customers, with award-winning customer service.

"It's impressive and absolutely massive," Imahara said. "I am particularly impressed how parts move swiftly and efficiently, and how important accuracy is to the process. Seeing the operation like this makes me doubly proud to be a partner with Mouser in our new Empowering Innovation Together™ campaign."

"We are pleased Grant is impressed," said Smith, "but all of the shelves, the boxes, products, conveyor belts, and state-of-the-art wireless equipment is here for one thing, and one thing only - customer service. Bottom line, it's about speed, accuracy and best-in-class customer service, and we never let ourselves lose sight of those goals."

Imahara has teamed up with Mouser on a journey for engineers to [Empower Innovation Together™](#). Mouser is creating a series of "webisode" videos with Imahara as the host, featuring unique content highlighting innovative, creative engineers worldwide. There will be features on the newest products and technical expertise to help speed new designs. The partnership will provide both inspiration and guidance, plus contribute to the culture of inventive thinking. It's another way Mouser is personally connecting itself to engineers through innovation and creativity that defines engineering design. To learn more about the Empowering Innovation Together™ initiative, visit <http://www.mouser.com/EmpoweringInnovation>.

Well known in the engineering community, Imahara has paired his engineering expertise with a Hollywood TV and film career. In addition to his roles on *Mythbusters*, a long-running TV Series, and *Battlebots*, Imahara is the inventor behind many famous robotic characters – including the *Star Wars* prequel-era *R2-D2*, *The Late Late Show's* robot skeleton sidekick *Geoff Peterson*, and the rhythmic arms on the modern day *Energizer Bunny*. He joins the Mouser team as a collaborator and spokesperson who shares Mouser's passion to positively influence and support innovative design

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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