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For Immediate Release

Mouser Adds Adafruit to Its Open Source Lineup

July 13, 2015 – [Mouser Electronics](http://www.mouser.com), Inc. today announced that it has signed a global distribution agreement with [Adafruit](http://adafruit.com). Adafruit was founded in 2005 by Massachusetts Institute of Technology (MIT) engineer Limor "Ladyada" Fried. Adafruit offers unique and fun DIY electronics, kits, and [open-source hardware](http://adafruit.com) that turn everyday objects into high-tech prototypes suitable for education and advanced production concepts.

Mouser Electronics will offer same-day shipping on the [Adafruit product line](http://adafruit.com), including the FLORA and GEMMA [wearable electronic platforms](http://adafruit.com). These small but powerful boards incorporate programming based on the [Arduino](http://arduino.cc) integrated development environment (IDE) through USB interface to give designers and entry-level makers alike the ability to easily create prototypes of wearable devices. The FLORA board includes 14 sewing tap pads for attachment and electrical connections on a 1.75 in. diameter body, and the even smaller GEMMA board puts its six sewing tap pads on a 1.1 in. diameter body.

Mouser will also stock the [Adafruit HUZZAH ESP8266 breakout board](http://adafruit.com), a tiny WiFi microcontroller based on the ESP8266 80MHz microcontroller. This breadboard-friendly module makes adding WiFi to projects easy with onboard WiFi antenna, I/O pins, and level shifting.

"Mouser is excited about this new partnership with Adafruit," said Russell Rasor, Mouser Vice President, Supplier Management. "With the growing popularity of the Maker and DIY movement, Adafruit will be a welcome addition to our lineup for open-source products. Customers across the globe now have access to an expanded offering of innovative products designed by experts with a passion for electronics education and inspiring the next generation of engineers."

"Mouser's global reach enables us to extend our customer base to offer powerful and easy-to-use products to people of all skill levels," said Limor "Ladyada" Fried, founder and engineer. "Known for their best-in-class distribution, renowned service and exceptional customer reach, Mouser is a valued strategic partner for us. We look forward to much success."

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

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 21 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 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 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 500,000 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>.

About Adafruit

Adafruit Industries is a private company founded in 2005 that focuses on designing and manufacturing open-source electronic hardware. Adafruit designs and manufactures its products in the US. Professional engineers and makers alike are encouraged to design new products using the wide variety of electronics products and accessories the company offers. They feature unique and fun DIY electronic components and kits that turn everyday objects into high-tech prototypes suitable for education and advanced production concepts.

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