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## **LEMO USA Launches New North American Distribution Program** ***Sager, Heilind / Force and Mouser have been Selected to Distribute LEMO's extensive line of Precision Modular Connectors and Value Added Services Nationally***

**ROHNERT PARK, Calif., July 16, 2007** — LEMO ([www.lemo.com](http://www.lemo.com)), a global leader in the design and manufacture of precision custom connection solutions, today announced that they have signed a national distribution agreement with Sager Electronics, Heilind / Force Electronics and Mouser Electronics to distribute their extensive line of precision modular connectors.

Timothy J. Hassett, General Manager, LEMO USA, Inc. commented, "We saw the need to add national distribution channels to complement our existing regional distributors and expand our service in the marketplace. The mix of these three national distributors, with our existing regional distributors, provides a unique combination of operational excellence and customer focused business solutions. The distributors will maintain substantial inventory of LEMO's products which should reduce customer delivery lead times. In addition, the new distributors offer a large customer base providing LEMO with a unique opportunity to grow", continued Hassett.

Craig Sanderson, Vice President Corporate Product Marketing, Sager Electronics said, "LEMO's high quality push-pull connectors are found in many of our customer markets including medical, military, industrial control, and communications. We are pleased to be working with LEMO to bring the combination of the best products and service to the North American marketplace".

Mark Adams, Vice President of Sales and Marketing for Heilind / Force Electronics commented, "We are excited to add LEMO's high quality connector products to our interconnect offerings. We are an interconnect specialist and LEMO's products fit well with our diverse customer base. This will allow us to enhance our customer presence by stocking, design-in and marketing LEMO's innovative connectors."

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According to Barry McConnell, Mouser's Vice President of Product Marketing, the distribution agreement with LEMO capitalizes on Mouser's core competencies of fast introduction, extensive stocking, and promotion of the newest products to the design engineering community. "Adding LEMO to the Mouser line card enhances our interconnect product offering and allows us to honor our commitment to deliver high quality, innovative products to the design engineering community," McConnell said.

### **About Sager Electronics**

Sager Electronics, headquartered in Middleborough, Massachusetts, and grounded in a century-long tradition of innovation and service, Sager is an employee-owned distributor of electronic components from leading manufacturers worldwide. Its business model, Distributing Confidence<sup>®</sup>, provides customers and suppliers a unique combination of operational excellence and innovative business solutions not available from conventional distributors. To learn more about Sager, visit [www.sager.com](http://www.sager.com).

### **About Heilind Electronics**

Heilind Electronics is one of the largest distributors of interconnect and electromechanical (IP&E) products in the electronics industry with 26 offices throughout the U.S., Canada and Mexico. Heilind also maintains six (6) regional distribution centers strategically placed around North America to simplify logistics issues and shorten the customers' supply chain. For more than 30 years, Heilind has been committed to ensuring the customer's voice is heard and their needs not merely met, but always exceeded. Plans for the future include Asia Pacific and Europe. To learn more about Heilind Electronics, visit their web site at [www.heilind.com](http://www.heilind.com).

### **About Force Electronics**

Force Electronics was founded in 1960 with the purpose of selling high quality electronic components to a growing electronic market place. Force has become one of the largest distributors of interconnect and electromechanical products in the electronics industry with 26 offices that serves a large and diverse customer base. For more than 40 years, Forces' goal has been simple: to be not only the largest distributors of interconnect and related products, but also the best. With Local/Regional Warehouses and factory-trained salespeople, Force is uniquely qualified to meet their customer's needs. Plans for the future include Asia Pacific and Europe. To learn more about Force Electronics, visit their web site at [www.force-elec.com](http://www.force-elec.com).

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## **About Mouser**

Mouser Electronics, Inc. is the fastest growing catalog distributor in the electronics and is focused on the rapid introduction of new products and technologies to electronic design engineers. Mouser's website features over 845,000 products online from more than 330 manufacturers. Mouser's 1,850+-page catalog is published every 90 days, providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 280,000 customers in 170 countries from its 432,000 sq. ft. state-of-the-art facility in Mansfield, Texas. For more information, visit [www.mouser.com](http://www.mouser.com).

## **About LEMO**

LEMO is a global leader in the design and manufacture of precision custom connection solutions. LEMO's high quality push-pull connectors are found in a variety of challenging application environments including medical, industrial control, test and measurement, audio-video, and telecommunications. LEMO also provides cable assemblies, prototyping and custom designs with the same uncompromising commitment to quality. For a full listing of all LEMO distributors please visit [www.lemo.com](http://www.lemo.com). For more information about LEMO, please contact Julie Carlson, Marketing Communications Manager, at 800-444-5366 or e-mail at [info@lemousa.com](mailto:info@lemousa.com).

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