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FOR IMMEDIATE RELEASE

Distributor Rivals Digi-Key and Mouser Compete in Family Feud Segment at EDS

Atlanta -- Mouser Electronics and Digi-Key challenged each other to a "Feud" at EDS 2019! Together with Panasonic USA, KEMET Electronics Corporation, Molex, TDK, Littelfuse and Murata, they raised over \$20,000 for Hiring Our Heroes and had a little fun with the competition.

The Feud took place Tuesday, May 7th at the All-Industry Kickoff Reception and included a Family Feud style contest between executives from Mouser and Digi-Key who brought their A-game to an audience-participation version of the popular show.

With Hiring Our Heroes the ultimate beneficiary, it was a good way to bring attention to this worthy organization.

"The U.S. Chamber of Commerce Foundation's Hiring Our Heroes initiative is grateful for the generous gift made by Mouser Electronics and Digi-Key Electronics, along with their partner sponsors Panasonic, Kemet, Molex, TDK, Littelfuse and Murata" said Eric Eversole, vice president at the U.S. Chamber of Commerce and president of Hiring Our Heroes. "As the war for talent wages on, HOH looks forward to continuing to connect ECIA's members with opportunities to recruit the tremendous talent represented by our nation's military veterans, transitioning service members, and military spouses."

ECIA's vice president of member engagement Debbie Conyers added, "The ECIA Foundation has supported Hiring Our Heroes for several years. ECIA members are known to be generous – and our friends at Mouser and Digi-Key came up with a clever way to draw attention to this worthy cause! We are so grateful for all the sponsors of the Feud; it's a spirited way to start our week at EDS," she concluded.

About ECIA

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit www.ecianow.org or call 678-393-9990.