



News Release

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Industrial Electric Wire and Cable Announces Plans to Expand Distribution Services to China

New Berlin, WI, March 06, 2007 – Industrial Electric Wire and Cable (IEWC) plans to expand its international distribution services by opening a sales office and distribution center in Suzhou, near Shanghai, China. This new facility will allow IEWC to support the needs of its OEM customers in the Asia-Pacific marketplace. David Nestingen, President of Industrial Electric, recently stated that, “the move into China is a natural progression for IEWC. Our customers are continuing to grow worldwide and have encouraged IEWC to expand its distribution services for Wire, Cable and Wire Management products. Our customers continue to find favor in IEWC’s ‘solution focused’ approach to distribution and supply chain management.”

Feng Ma, General Manager for IEWC China, will be responsible for overseeing the development of this new sales office and distribution center, which is targeted to open during the second quarter of this year. Feng holds a Bachelor of Finance from the Dalian University of Technology of Dalian, China as well as a Masters Degree in Business Administration from Marquette University of Milwaukee, Wisconsin. Mr. Ma has accumulated more than 10 years of work experience before joining Industrial Electric’s Purchasing Department in the spring of 2005, which included service to the Bank of China and Johnson Controls, Inc. As General Manager of IEWC China, Mr. Ma will lead Industrial Electric’s Asia-Pacific business activities from its office in Suzhou.

IEWC’s commitment of resources to the Chinese marketplace signals its strategic focus on worldwide business development. For further information about **IEWC CHINA** please contact David Nestingen, President, at (800) 344-2323 or via email at dnestingen@iewc.com.

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Industrial Electric Wire & Cable (IEWC) is a premier supplier of wire, cable and wire management products. IEWC satisfies unique customer needs by performing several wire management services which include the stripping, dyeing, twisting and printing of materials.