



News Release

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Industrial Electric Wire and Cable Announces Grand Opening of Mexican Facility

New Berlin, WI, January 3, 2005 – Industrial Electric Wire and Cable announces the grand opening of a sales and distribution center located in Aguascalientes, Mexico. This new facility will allow Industrial Electric to better serve the needs of its OEM customers by providing a local inventory of wire, cable and associated products. Industrial Electric is committed to the ongoing development of Worldwide-Solution-Focused Partnerships with its increasingly global customer base.

Ricardo Garcia, President, is directing this sales and distribution center known as IEWC Mexico. Industrial Electric believes that Mr. Garcia's proven track record within the OEM and Assembly marketplace will ensure their future success of IEWC Mexico. Mr. Garcia's work experiences include management positions in such highly respected companies as Siemens Automotive and Hewlett Packard. He holds both a Masters degree in Business Administration as well as an undergraduate degree in Mechanical and Electrical Engineering.

Industrial Electric chose to locate this facility in Aguascalientes, which is situated in the industrial heartland of central Mexico, and within 350 miles of other major manufacturing cities such as Monterrey, Guadalajara, and Mexico City. Today, Mexico ranks as the 3rd largest trading partner of the United States. Mexico supports one of the world's most open economies supporting many multi-national companies with 12 trade agreements covering 32 countries. The North American Trade Agreement established in 1994 continues to support Mexico's rise as a manufacturing center for the entire continent.

For further information about **IEWC MEXICO**, and to learn more about how IEWC could help improve your business performance, please contact Ricardo Garcia at 011-52-449-146-4292 or in Mexico at 01-800-087-0333 or via e-mail at rgarcia@iewc.com