



News Release

FOR IMMEDIATE RELEASE: August 23, 2010

Contact: David Nestingen
800-344-2323
dnesting@iewc.com

Industrial Electric Wire & Cable Changes Company Name to IEWC

New Berlin, WI, August 23, 2010 – Industrial Electric Wire & Cable has officially changed its name to IEWC. Also debuting with the IEWC name is a new logo, which better reflects the company's focus on providing supply chain solutions for OEMs and sub-assemblers around the globe. Paul Bryant, Chief Commercial Officer, stated, "The Company's growth necessitates this change. As our market share expands into new geographies with new product offerings, the company needs a name that will move us forward for years to come."

David Nestingen, President and Chief Executive Officer said, "The name 'Industrial Electric Wire & Cable' has served the company well over the years. While wire and cable will still be the core of our business, it was limited to specific markets and didn't speak to our capabilities in wire management products. The change to 'IEWC' consolidates our customer service efforts and assures all IEWC stakeholders are receiving the same products and services regardless of location. Many customers and suppliers have referred to the company as IEWC since its inception. We've now made it official."

In conjunction with the name change, IEWC's military/aerospace division, 'Colonial Wire and Cable,' and location in the United Kingdom, 'C3 Limited' will also assume the new name and logo. "We've taken the knowledge and expertise from our military/aerospace specialists at our Boston, MA facility and effectively expanded it to our other locations. Every IEWC distribution center now has first rate military/aerospace capabilities with the high levels of service our customers have come to expect," concludes Bryant.

For further information, please contact David Nestingen, at 800-344-2323 or via e-mail at dnesting@iewc.com.

Customer Driven • Solution Focused ... we've got you covered!®

www.iewc.com

IEWC is a premier global supplier of wire, cable and wire management products, with warehouses strategically located throughout the world.