



News Release

FOR IMMEDIATE RELEASE: June 15th 2011

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

IEWC Announces Plans to Expand Distribution Services to Brazil

New Berlin, WI, June 15th 2011 – IEWC plans to expand its international distribution services by opening a sales office and stocking facility near Sao Paulo, Brazil. This new facility will allow IEWC to support the needs of its customers in the South American marketplace.

David Nestingen, Chief Executive Officer of IEWC, stated that, “in our vision to be the premier global supplier of wire, cable and wire management products, this move will be the fourth continent in which IEWC now does business. Brazil’s largest city, Sao Paulo, is a vibrant and modern metropolitan area of 20 million people and it is the manufacturing center for all of South America. We already have strong partnerships with our suppliers in this region and we look forward to bringing our supply chain solutions to the Brazilian marketplace.”

Ricardo Garcia, President of IEWC Mexico, will be responsible for overseeing this initiative, which is targeted to be complete by the end of the year. Mr. Garcia has been with IEWC for over seven years and was responsible for championing IEWC’s greenfield startup in Aguascalientes and, more recently, Monterrey, Mexico. With 20 years of involvement in the wire and cable industry, he is well rounded on the manufacturing, engineering and distribution side of the business. Mr. Garcia has partnered with Gilmar Rodrigues, a sales agent with over 25 years of experience in the automotive and interconnect markets in Brazil. Mr. Rodrigues has been developing customer relationships and sales for IEWC in the country for the past year and will continue to do so through this expansion.

IEWC’s commitment of resources to the Brazilian marketplace signals its continued strategic focus on worldwide business development. For further information about IEWC Brazil, please contact David Nestingen, CEO, at 800-344-2323 or via email 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 distribution centers strategically located throughout the world.