



News Release

FOR IMMEDIATE RELEASE: June 1st 2012

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IEWC Opens Distribution Center and Sales Office in Brazil

Sorocaba, São Paulo, Brazil - June 1st 2012 – IEWC is pleased to announce the June 1st 2012 grand opening of its new sales and distribution facility near São Paulo, Brazil. With the opening of its doors, the São Paulo office represents IEWC's 16th distribution center, and will be essential in the growth and support of IEWC's customer base in the South American marketplace.

David Nestingen, Chief Executive Officer of IEWC, stated, "In continuing our vision to be the premier provider of global solutions for wire, cable and wire management products, this move will be the 4th continent in which IEWC conducts business. São Paulo is not only Brazil's largest and most vibrant city, but it is also a key 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."

Gilmar Rodrigues, Managing Director, will be charged with leading the Brazilian business. Since 2010, Mr. Rodrigues has been championing the development of customer relationships in Brazil for IEWC. With over 25 years of experience in the automotive and interconnect markets in Brazil, Mr. Rodrigues has observed a strong growth potential for IEWC in the capital city of São Paulo and its surrounding areas. Overseeing Mr. Rodrigues' initiative is Ricardo Garcia, President of IEWC CALA (Caribbean & Latin America).

IEWC's Brazilian distribution office is located at:

Avenida Independência, No. 1544
Bairro do Eden, Cidade de Sorocaba
Estado de São Paulo, Brasil 18087-101
+52 (15) 3218-1347

IEWC's commitment of resources to the Brazilian marketplace signals its continued strategic focus on worldwide business development. For further information regarding 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!®

About IEWC - (www.iewc.com)

IEWC is the premier provider of global solutions for wire, cable and wire management products to manufacturers and sub-assemblers.