

News Release



For Immediate Release

Southwire Company
One Southwire Drive
Carrollton, Georgia 30119
(770) 832-4242
www.southwire.com

Contact:

Rick Lyke
Eric Mower + Associates
(704) 916-6152
rlyke@mower.com

Southwire Introduces Electrician's Tools that are More Durable, Perform Better and Enhance the Total Solutions for Professional Contractors

New Line of Tools Adds to Current Line of Maxis® Contractor Equipment, New Vice President Oversees Southwire Tools & Accessories

CARROLLTON, Ga., July 23, 2013 – To enhance its robust line of innovative wire and cable products and solutions, Southwire has introduced Southwire™ Electrician's Tools. This comprehensive line of hand tools, testers and meters is manufactured with top-quality materials to ensure superior performance and durability throughout the lifecycle of the tool. The tools include added features to help enhance user productivity and are backed by strong warranties.

The impressive suite of tool products is a natural extension of Southwire's Maxis® Contractor Equipment line, which Southwire acquired in 2009. The new unit will be led by Brandon Moss, who was recently named vice president of Southwire's Tools & Accessories. Moss helped

spearhead the rigorous product research and testing Southwire conducted while developing the new tools.

“As a leader in the wire and cable industry, we know contractors and understand the wants and needs they face daily on the jobsite,” Moss said. “Adding Electrician’s Tools completes the product portfolio. We now offer solutions on both ends of the spectrum, from contractor equipment to electrician’s tools and a whole range of other categories in between.”

Southwire’s Electrician’s Tools will be available in retail outlets and electrical wholesale and tools supply houses nationwide, allowing wide availability for professional contractors. The collection consists of a full line of professional grade hand tools that includes pliers, strippers, and screw drivers, as well as a wide array of electrical meters and testers.

The Electrician’s Tools line marks the latest innovation for Southwire, long known as a company with a powerful brand in the wire and cable industry and for “real change” that empowers electrical contractors and installers.

Contractors and electricians who use Southwire products and services have come to know Southwire for its premium quality products, innovation, and performance reliability that deliver value. They know that Southwire is in it for the long haul, and will continue to listen to their concerns and support their needs for years to come.

“Southwire has provided high quality electrical wire and cable for over six decades. We’re proud to now tie our name to a line of durable and cutting-edge tools for the electrical industry,” states Norman Adkins, a Southwire executive vice president who oversees the company’s Electrical Division. “Our launch advertising campaign states that our tools are ‘Built for Strength. Built for Reliability. Built for Work.’ We think users will agree.”

Moss has become vice president of Southwire’s Tools & Accessories six years after joining the

company. He started as director of the company's Lowe's business, and in 2009 he was promoted to vice president of retail sales. He earned a bachelor's degree in marketing from Miami University and a master's of business administration from Wake Forest University.

"Brandon's experience in our retail sector will be a tremendous asset as he leads our growth in the tools market," said Jack Carlson, Southwire's president of North America operations. "With a broad offering of Maxis contractor equipment, hand tools and other tools, we now are able to serve both contractors' and electricians' needs. Combined with our SIMpull Solutions products, the tools business unit will continue to be a business leader in cable pulling, handling and installation."

About Southwire Company

A leader in technology and innovation, Southwire Company is one of North America's largest wire and cable producers. Southwire and its subsidiaries manufacture building wire and cable, metal-clad (MC) cable, FlatWire Ready® products, cord products (including Tappan™ sound, security, and communication cables through Tappan Wire & Cable Inc.), utility cable products, industrial power cable, OEM wire products, SCR® copper and aluminum rod, and continuous casting technology. Southwire also supplies MAXIS® Contractor Equipment and Southwire™ Electrician's Tools to the commercial, industrial, retail, electrical wholesale outlet and utility construction markets. To learn more about Southwire's products, community involvement, and its vision for a sustainable Southwire, please visit Southwire on the web at www.southwire.com.

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