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ALLIED WIRE & CABLE ADDS FOUR NEW SALES REPRESENTATIVES

For most Americans, the recession today more closely resembles stories read in a textbook than moments actually lived. Companies are slashing jobs to make their profit statements look good. Being a family owned and operated business, Allied understands the importance of keeping more in mind than just the bottom line. It is just this kind of short sighted thinking that is ruining some of the best businesses in America and contributing to the downward economic spiral our country finds itself in today.

At Allied Wire and Cable, we believe that during times of great need we should reach out and help those around us, because that's what families do for each other. We're not a country of strangers; we're one of the largest families in the world. As Americans, we all must work together to stop the fall, and begin the rebuilding process. The first step toward a healthy economy is getting people back to work, and there has never been a better time than now in which to hire talented individuals. Take a chance on America!

With this in mind, we are especially proud to announce the hiring of four new sales representatives in three different states across the country: PA, AL and NH. It is our great pleasure to introduce Mike Autry, Chuck Crane, David Smith and Ben Ficken as the newest additions to the Allied Family.

Mike Autry has been in the wire and cable industry for over 8 years, working exclusively with SEA Wire and Cable. While with SEA, Mike was the salesmen of the year in 2005 and 2007, during which he broke a 38 year-old sales record. Mike is excited to begin working with the Allied team, saying, "The management team has a wealth of experience and a clear goal and direction for what kind of company they want Allied to be." Based in Madison, Alabama, his added presence will greatly increase the support available to our customers in the Southern region of the country.

Chuck Crane has been in the connectors and accessories side of the electrical and electronics industry for 21 years, all of which he spent with Molex. He most recently held the title of District Sales Manager for the Mid-Atlantic and Northeast region, as well as Distribution Corporate Accounts Manager. Chuck's experience in the industry will undoubtedly broaden our ability to serve our customers' termination needs. "Allied has a vision for the future," Chuck says, "I am excited to be part of a company that is so clearly focused on their employees and their customers."

David Smith will be joining his sister Ashley in the PA office to form the first sibling sales team since the Flynn brothers first founded Allied. Although he is new to the wire and cable industry, he has worked in sales for several years, most recently in the food service and apparel industries. "It is important to me to build real and lasting relationships with my customers, and always put their needs first by supplying the highest quality product at the highest level of service," David says. "I am very lucky to be working in a company that feels exactly the same way."

Ben Ficken will be joining our Merrimack, NH office. He may be new to the wire and cable industry, but he has over 5 years of sales experience in the IT industry, having sold business to business software and hardware. "I am looking forward to expanding my knowledge of wire and cable products to provide great service to my customers," Ben says, "and Allied has the experienced people to help me get there."

Customer satisfaction is a top priority at Allied Wire, and we consistently strive to give our customers the best service in the industry. With their diverse experience, inside and outside of the wire and cable industry, Mike, Chuck, David and Ben will be valuable assets to the company. Joining what we already believe to be the most talented and hardworking sales and administrative people in the industry, will allow Allied Wire and Cable to provide an even greater level of service to our customer base and continue to do our part to help get this great country of ours back on its feet again.

About Allied Wire & Cable

Allied Wire & Cable is one of the largest privately owned value-added manufacturers and distributors of electrical wire and cable products and accessories in the United States. Family owned and operated since 1988, Allied services many of the largest industries in the country, from the government and the military to aerospace, automotive and telecommunications. Headquartered in Collegeville, PA, Allied has offices in New Hampshire, Florida, South Carolina, Tennessee, Texas and Wisconsin, along with several warehouses across the country. For more information on Allied Wire & Cable, please visit www.awcwire.com.