



NEWS RELEASE

*For Immediate Release
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OMNI CABLE AWARDED “BEST PRODUCT LAUNCH OF 2006” BY TED MAGAZINE

(West Chester, PA)...Omni Cable Corporation has been awarded the “Best Product Launch of 2006” for a distributor under \$250 Million by TED Magazine. The award was received by Omni Cable’s Janet Krause at the NAED Annual Meeting on April 24, 2006 in Orlando, FL. The award was given to Omni Cable for the launch of the Variable Frequency Drive (VFD) Cables.

The award categories are split by sales volume so that competition is equal between like-sized firms. Both distributors and suppliers are encouraged to submit entries in the following categories:

- Print Advertising
- Direct Promotion
- Integrated Promotional Campaign
- Literature/Selling Tools
- Web Sites
- Publications
- Merchandising
- Public Relations
- Events
- Product Launch

Omni Cable, an ESOP company, is a master distributor of specialty wire and cable sold exclusively through electrical and electronic distribution. Other stocking locations include West Chester, PA; Atlanta, GA; Boston, MA; Denver, CO; St. Louis, MO; San Francisco, CA; Houston, TX; Los Angeles, CA; and Tampa, FL.

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