

# OMNICABLE

## PRESS RELEASE

*For Immediate Release  
April 19, 2010*

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### **OMNI CABLE APPOINTS JOHN RUSS AS THE WESTERN REGION VICE PRESIDENT AND DAN TROTTA AS THE SOUTHEAST REGION VICE PRESIDENT**

West Chester, PA, April 19, 2010 - Omni Cable is pleased to announce the two newly created positions; John Russ promoted to the Western Region Vice President and the appointment of Dan Trotta as the Southeast Region Vice President.

As the Western Region Vice President, John Russ will manage the Los Angeles, San Francisco and Denver facilities. John has been with Omni for over 10 years serving as Regional Manager in San Francisco. John brings over 20 years of distribution experience spending time with Bell Electric before starting his career with Omni Cable. Mr. Russ has a long family history in the Electrical Distribution industry, his father John Richard Russ ran a rep agency, Kruger Russ Agency and his brother, Bill Russ worked there as well and is still in the Electrical Industry in Northern California.



Mr. Trotta has over 25 years experience in the wire & cable industry spending time at quality companies such as Belden, Commscope and Berktek. Dan is Omni's newest Regional Vice President and will have responsibility for the Atlanta, Tampa and Houston facilities. Dan has a BA in Psychology from Hunter College.

Commenting on Dan and John's appointments, Greg Donato, Executive Vice President, Sales Operations for Omni Cable said, "As a company, Omni Cable is very excited to add these new roles to our organization. Dan and John will directly oversee the Regional Managers and drive sales growth and deeper customer penetration. Their experience will be a valuable asset as we transition this role into greater success for both Omni Cable and our distribution partners."

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

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