

For immediate release
The Wire Association International, Inc.

WCISA named supporting sponsor of WAI's Interwire 2007 wire industry trade event in Cleveland, Ohio, USA

GUILFORD, Connecticut, USA – July 7, 2006 – The Wire Association International (WAI), Inc. reports the repeated support of Interwire by The Wire & Cable Industry Suppliers Association (WCISA) members whose board of directors recently voted in favor of its supporting sponsor status for the 2007 event, which will be held at the I-X Center, Cleveland, Ohio, USA, May 5-10, 2007.

When confirming the group's advocacy of Interwire 2007, WCISA's Executive Director Michael McNulty said, "WCISA is looking forward to working with the Wire Association International to promote the show, and it hopes that Interwire 2007 is productive for the many WCISA and WAI members that will be participating at Interwire 2007."

WCISA joins The Society of Plastics Engineers (SPE) in its supporting sponsorship role of Interwire 2007 – a group which has also supported numerous WAI events in the past.

A further endorsement of Interwire is the list of contracted exhibiting companies, which numbers 290, with participation from additional companies being added daily. The tone of cooperation is also evident on the exhibit front through the co-location of the International Fastener Exposition, organized by The International Fastener Machinery & Suppliers Association (IFMSA), which, with its present count of 24 fastener-related exhibiting companies, increases the overall footprint of the event.

The expansive I-X Center facility is adjacent to Cleveland's Hopkins International Airport and is ideally suited to house both shows and is situated to attract drive-in attendance from Cleveland's industry hub as well as from throughout the Americas.

WAI's Exhibition Planning Committee Chairman Thomas Maxwell Jr. said, "This is a pivotal and exciting time in the evolution of Interwire as we progress to a new venue. We are grateful for the opportunity to work with the WCISA group and for the enthusiasm demonstrated by all of our constituents."

Exhibitors can reserve floor space at Interwire 2007 by contacting WAI or IFMSA. More information on the co-located shows will be announced in the coming months in *Wire Journal International* and on WAI's website: www.wirenet.org.

The International Fastener Machinery & Suppliers Association represents 92 companies that sell equipment, supplies and services to the worldwide fastener industry. IFMSA is headquartered in Danbury, CT USA.

The Society of Plastics Engineers, incorporated in 1942, has become the internationally recognized medium of communication among scientists and engineers engaged in the development, conversion, and applications of plastics.

The Wire & Cable Industry Suppliers Association is a nonprofit corporate membership organization open to North American suppliers of wire and cable machinery and equipment, materials, process accessories and controls. Members are based or have an established subsidiary in North America. WCISA's mission is to promote its members' products and services by providing its members with promotion, representation, networking/social opportunities and services at domestic and international wire and cable trade shows and conferences. Visit www.wcisa.org to see a complete list of WCISA member companies.

The Wire Association International, Inc., founded in 1930, is a worldwide technical society for wire and cable industry professionals. WAI is dedicated to the promotion, collection and dissemination of technical, manufacturing and general business information and trends in the industry. It organizes events such as the Interwire and Wire Expo trade shows, technical workshops, and annual International Technical Conferences. Its publications and technical products include *Wire Journal International (WJI)* and the annual *WJI Reference Guide* as well as a host of technical handbooks, reports and videotapes. Contact WAI for details at Tel.: 001-203-453-2777; Fax: 001-203-453-8384.

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