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**For Immediate Release**

**EPCO Kicks off 2008 Product Expansion with New Extension Cords  
Master Carton Quickly, Easily Converts into POS Display for Convenient Merchandising**

**MINNEAPOLIS**, Minn., April 8, 2008—Engineered Products Company (EPCO), a supplier of specialty lighting and wiring solutions, announced today the first of many new products planned for introduction this year. Expanding its product line of residential accessories, EPCO now offers medium- and heavy-duty value-priced extension cords. EPCO President Jack Schuster explained that the company has packaged the cords to simplify displaying them. "In keeping with our tradition of helping distributors marketing their products, our unique packaging will make it extremely easy to merchandise the cords. In less than a minute, the master carton actually converts into a self-contained point-of-purchase display that's ideal for the counter or product shelf."

The new extension cords are available in the following configurations:

- 14 AWG Medium Duty Extension Cords—50 Foot, 15 Amp, with or without optional LED receptacle or optional tri-tap receptacles;
- 14 AWG Medium Duty Extension Cords—100 Foot, 13 Amp, with or without optional LED receptacle or optional tri-tap receptacles;
- 12 AWG Heavy Duty Extension Cords—50 Foot, 15 Amp, with or without optional LED receptacle or optional tri-tap receptacles; and
- 12 AWG Heavy Duty Extension Cords—100 Foot, 12 Amp, with or without optional LED receptacle or optional tri-tap receptacles.

The extension cords complement EPCO's Appliance and Power Cord products, which include:

- Range Cords: 3 and 4-Wire, 4-foot and 6-foot lengths;
- Dryer Cords: 3 and 4-Wire, 4-foot and 6-foot lengths; and
- Power/Appliance Cords, 13 and 15 Amp (historically referred to as Replacement Cords).

The UL-listed extension cords feature:

- Construction of AWG 14/3 and 12/3 SJTW Cord;
- LED Power Indicator – Indicates when the extension cord is energized;
- Multiple Outlets – Three "grounded outlets" allows the use of more than one power tool;
- Flexibility – Resists stiffening, cracking or splitting under the most extreme weather conditions;
- Water Resistance – The outer jacket will not absorb water, protects the copper and conductors and safeguards people and property from electrical shock hazards;
- Flame Retardant – The Extension Cord's outer jacket protects against accidental cord fire; and
- Compliance with all requirements of the 2008 National Electric Code as well as OSHA standards.

For more information about the new extension cords or other EPCO products, call (800) 336-1976 or visit [www.engproducts.com](http://www.engproducts.com).

**About EPCO**

Engineered Products Company supplies electrical distributors with specialty lighting, lighting accessories, and wiring solutions that address a wide range of standard and unique applications. In addition to providing durable and reliable products, the Minneapolis-based company offers multiple configurations of products that meet a wide range of requirements. Known for its consistently reliable delivery and service, EPCO offers convenient shipping and no-risk, guaranteed-to-sell terms. Its sales representatives are the most knowledgeable and reputable in the electrical industry.