



News Release

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Pre-Fabricated Ruff-IN™ Solutions from Cooper B-Line Save Time and Labor, Maximize Budget

Video demonstrates range of benefits associated with TOTAL Ruff-IN™ engineered pre-fab assemblies.

HIGHLAND, IL, August 11, 2010 – Cooper B-Line, a global provider of innovative, labor-saving support systems and enclosure solutions for engineered facility subsystem applications, offers a complete and total line of pre-fabricated Ruff-IN™ solutions designed to save time and labor while reducing project costs.

Cooper B-Line's Ruff-IN solutions are designed to meet a range of contractor needs. Basic Ruff-IN is ideal for contractors with their own pre-fab shops, with quick shipping providing added convenience. Contractors seeking full project control continue to benefit from Ruff-IN assemblies with wiring devices and Ruff-IN assemblies with MC Cable Whips. For contractors requiring full engineering and manufacturing support, TOTAL Ruff-IN delivers a complete turn-key solution by interpreting project take-off drawings into a mapped room-by-room outline of Ruff-IN pre-fab assemblies.

As a complete turn-key solution, Cooper B-Line's TOTAL Ruff-IN features a dedicated team of technical estimators that are highly trained to interpret the project take-off drawings, and incorporate them into a room-by-room system of pre-fabricated assemblies that provide significant labor and cost savings. In an effort to illustrate the labor and cost savings a contractor can obtain from using the TOTAL Ruff-IN system, a comparison video has been developed based on an actual existing project. This instructional video, which compares traditional components being installed conventionally to the Total Ruff-IN system being installed, can be downloaded at www.cooperblineline.com/Ruff-IN-Solution. In addition to the comparison, this instructional video allows customers to witness firsthand the range of benefits associated with the TOTAL Ruff-IN offerings, including positive accounts from electricians and contractors who have utilized the product solution.

The TOTAL Ruff-IN solution, which is ideal for any project where unit repetition exists, features a step-by-step process that boasts one of the industry's shortest lead times, which greatly reduces time spent on the jobsite, and as a result, a contractor's bottom line. In fact, project quotations that use the Total Ruff-IN program can be turned around in as little as two to five days. Other features such as 'total hours estimated to install assemblies', 'total footage of MC Cable quoted', and 'a room-by-room layout of assemblies' are all included in the quote.

"The benefits associated with the TOTAL Ruff-IN solution are numerous, including significant time savings and the elimination of unnecessary tools, packaging and storage issues," said Kevin Kissling, Cooper B-Line President. "With project deadlines and budget requirements becoming increasingly tighter, contractors are continuing to turn to TOTAL Ruff-IN as a viable solution."

Recent additions to the Ruff-IN line include the Croc-Lok™ Box Mounting Bracket, Ruff-IN Floor-Mount Box Support, and Plaster Rings with Wiring Devices.

To learn more about Cooper B-Line's Ruff-IN Pre-Fab solutions or to download a copy of the Ruff-IN brochure, visit www.cooperbline.com. Also look for Cooper B-Line on YouTube.

About Cooper B-Line

Cooper B-Line, a subsidiary of Cooper Industries plc (NYSE: CBE), is a global provider of innovative, labor-saving support systems and enclosure solutions for engineered facility subsystem applications. Cooper B-Line's products are used in a variety of settings for the commercial, industrial, utility and OEM markets. For more information, visit www.cooperbline.com.

About Cooper Industries

Cooper Industries plc (NYSE: CBE) is a global manufacturer with 2009 revenues of \$5.1 billion. Founded in 1833, Cooper's sustained level of success is attributable to a constant focus on innovation, evolving business practices while maintaining the highest ethical standards, and meeting customer needs. The Company has seven operating divisions with leading market share positions and world-class products and brands including: Bussmann electrical and electronic fuses; Crouse-Hinds and CEAG explosion-proof electrical equipment; Halo and Metalux lighting fixtures; and Kyle and McGraw-Edison power systems products. With this broad range of products, Cooper is uniquely positioned for several long-term growth trends including the global infrastructure build-out, the need to improve the reliability and productivity of the electric grid, the demand for higher energy-efficient products and the need for improved electrical safety. In 2009, sixty-one percent of total sales were to customers in the industrial and utility end-markets and thirty-nine percent of total sales were to customers outside the United States. Cooper has manufacturing facilities in 23 countries as of 2009. For more information, visit the website at www.cooperindustries.com.

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