



News Release

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Cooper B-Line Introduces Tray2DaySM Service Program for Distributors

New 'Promise Program' enhancement meets urgent cable tray delivery needs.

HIGHLAND, IL, August 25, 2010 – Cooper B-Line, a global provider of innovative, labor-saving support systems and enclosure solutions for engineered facility subsystem applications, announces its new Tray2DaySM Service Program, structured to meet the urgent cable tray delivery needs of distribution partners.

Members of Cooper B-Line's Promise Program, a partner program designed to help distributors increase sales and inventory turns through speed of service, will benefit from the new Tray2Day Service Program's increased ordering flexibility for last-minute project solutions. Orders placed before noon will now ship the next business day, while orders placed after noon will ship the day after the next business day.

The Tray2Day Program includes multiple cable tray sizes and strengths to satisfy a wide variety of applications. A range of Cooper B-Line cable tray products are eligible for the program, including light-duty steel, aluminum and heavy-duty aluminum, as well as the Redi-RailTM aluminum cable tray line.

Each cable tray product offers its own unique benefits. The Redi-Rail tray has unmatched features to allow modifications to the tray on site, including removable rungs and specialty splice plates to allow the tray to change direction without radiused fittings. A patented fastener hole for the rung provides maximum grip for the fastener threads. Aluminum options offer corrosion resistance and easy field fabrication and installation. Roll-formed steel components increase the strength of the material and allow for the use of lighter gauge steel to carry the required load, reducing dead weight that must be carried by the supports and the installers.

“The Tray2Day Program is yet another example of Cooper B-Line’s commitment to superior customer service,” explained Kevin Kissling, President of Cooper B-Line.

“As the need for faster cable tray delivery continues to increase, our program will continue to meet that need, further benefitting loyal Promise Program distributor partners.”

Members of Cooper B-Line’s Promise Program maintain access to an unrivaled mix of products, services, training, and resources designed to help increase sales and profitability. To learn more about Cooper B-Line’s Promise Program and the new Tray2Day Service component, visit

www.cooperbline.com.

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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