



FOR IMMEDIATE RELEASE

**Lake Cable Positions For “*Better. Smarter. Faster.*” Era.
Strong Growth Results In Three Dynamic Business Units.**

Bensenville, IL (October 2, 2013) – Citing a spectacular growth rate from its new and existing product lines, Lake Cable, a wire and cable manufacturing industry leader, is restructuring three business units to maintain its momentum in what management describes as a commitment to delivering on a mantra of “*Better. Smarter. Faster.*”

To coincide with its newly created business units, the company announced the promotions of several veteran Lake Cable employees – most of whom have spent their entire careers in the wire and cable industry - to the upper management level.

The Industrial/Utility Group will consist of Lake Cable’s Valparaiso plant and the team within. Everett McCarty has been named Vice President of the group.

The Electronic Cable Group, formerly known as Low Voltage/OEM/Broadcast, will be headed in a Vice President capacity by Somie Mossell. All of Lake Cable’s Bensenville plant and warehouse operations will reside under the umbrella of this group.

The Bare Wire Group in Elkhart, Indiana, will continue to operate as its own business unit. Enjoying four years of new product development and profitability, the group has been led by Bill Ballinger, Director of Plant Operations.

“Each of our three business units will be self-contained with its own manufacturing plant and its own team of engineers and product designers to ensure the highest levels of manufacturing quality that people have always counted on from Lake Cable,” says Bill Runzel, Lake Cable’s President and CEO. “Yet it’s vital to our collaborative culture that these teams will be coordinating their expertise and support among each other whenever the situation calls for it.”

Runzel will remain in his current position, where he will be focused on company performance, customer relationships and growth opportunities.

In addition, Emile Tohme has been elevated to the position of Chief Operating Officer, where he will manage Lake Cable’s day-to-day responsibilities. Tohme previously managed all three of the company’s facilities as its Vice President of Operations.

All three groups will continue to have the functional support from Lake Cable’s Shipping/Warehouse, Inside Sales, Outside Sales, Agency Relations, Accounting, Purchasing and Human Resources departments.

Lake Cable. When Delivery Matters...

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