

## FOR IMMEDIATE RELEASE

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### Cooper Bussmann Wins Consumer Merchandising & Shop-Ability Category of Automotive Communication Awards

*Recognized for innovative color-coded, fuse-identifying retail signage*

ST. LOUIS, March 9, 2007 – Cooper Bussmann was recently honored with the Consumer Merchandising & Shop-Ability category of the 2006 Automotive Communication Awards for its color-coded, fuse-identifying retail signage.

This innovative point-of-sale display consists of a header and a pair of aisle violators, and minimizes the time and frustration for the consumer making the purchase. The signage also increases a retailer's margins by maximizing staff time to assist in more complex, high-dollar purchasing decisions.

The Automotive Communications Awards are sponsored by the Car Care Council Women's Board and supported by the Automotive Communication Council. The awards applaud companies/agencies that provide automotive information through outstanding advertising, marketing and public relations efforts.

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**About Cooper Bussmann**

Cooper Bussmann, a division of Cooper Industries (NYSE: CBE), is headquartered in St. Louis, Missouri, and manufactures and markets circuit protection products and services globally for the electrical, electronic and transportation industries. Additional information about Cooper Bussmann is available online at [www.cooperbussmann.com](http://www.cooperbussmann.com).

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**About Cooper Industries**

Cooper Industries, Ltd. is a global manufacturer with 2006 revenues of \$5.2 billion, approximately 85 percent of which are from electrical products. Incorporated in Bermuda with administrative headquarters in Houston, Cooper employs approximately 31,000 people and operates eight divisions: Cooper B-Line, Cooper Bussmann, Cooper Crouse-Hinds, Cooper Lighting, Cooper Menvier, Cooper Power Systems, Cooper Wiring Devices and Cooper Tools group. Cooper Connection provides a common marketing and selling platform for Cooper's sales to electrical distributors. For more information, visit [www.cooperindustries.com](http://www.cooperindustries.com).

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