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News Release

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Finding the Open Blade Fuse Is Now as Easy as **easyID™**

Introducing the new family of Cooper Bussmann® easyID™ illuminating blade fuses & fuse holders.

St. Louis, MO, September 15, 2009 – Now it's easy to spot the open fuse in automotive applications, even in a fuse panel tucked under a dark dashboard or under the hood. The new Cooper Bussmann® line of easyID™ illuminating blade fuses and fuse holders use Light Emitting Diode (LED) technology to show that a fuse has opened. These drop-in replacements are available for low-voltage applications in the most popular sizes and ratings up to 100 amps.

The Cooper Bussmann ATM (3-30A), ATC® (3-40A) and Maxi® (20-100A) fuses cover the most common replacement fuse needs. Plus, these new easyID fuses all use the same universal color-coding as traditional non-illuminating fuses, making it easier to match an indicating replacement for an open fuse.

The new illuminating in-line fuse holders with easyID, for use with regular ATM and ATC blade fuses up to 20 amps, feature a red LED that glows when the fuse opens.

Packaged in distinctive retail cards, these easyID blade fuses stand out in any retail setting as the superior circuit protection purchase. Following on the popularity and wide application of ATM fuses for late-model vehicles, the easyID illuminating ATM fuse line is available in popular ATM amp ratings with packaging that's designed for easy retail selling:

- BP/ATM-AID Fuse Assortment - Contains one each of 10, 15, 20, 25 and 30 amp easyID illuminating ATM fuses.
- ATM-ID-SK Service Kit - Contains six each of 5, 10, 15, 20, 25 and 30 amp easyID illuminating ATM fuses, and is ideal for fleet maintenance departments.

Introduced in the late '70s, ATC blade fuses are widely used by automotive OEMs. With a large installed base, the Cooper Bussmann ATC *easyID* illuminating fuse line has great selling potential with popular ATC amp ratings in packaging that is designed for easy retail selling:

- BP/ATC-AID Fuse Assortment - Contains one each of 10, 15, 20, 25 and 30 amp *easyID* illuminating ATC fuses.
- ATC-ID-SK Service Kit - Contains seven each of 5, 10, 15, 20, 25 and 30 amp *easyID* illuminating ATC fuses, and is ideal for fleet maintenance departments.

Used for protecting circuits in wiring harnesses (usually found under the hood, in a fuse panel or supplementary panel near the battery), Cooper Bussmann Maxi fuses are finding increased popularity in domestic cars and some import models. Current applications range up to 60 amps, but some aftermarket accessories (such as high-end stereos) require protection up to 100 amps. The Cooper Bussmann *easyID* Maxi illuminating fuse line is a sure seller for the high amp circuit protection market.

“Any consumer can benefit from open fuse indication. With the *easyID* LED technology, it’s easy to spot the open fuse in a dark dashboard fuse panel or under the hood,” explained Kevin Hug, senior Cooper Bussmann product manager. “It offers a simple drop-in replacement with upgraded features compared to the standard blades used by OEMs.”

To learn more about the Cooper Bussmann *easyID* blade fuse and fuse holder, please visit www.cooperbussmann.com for the new product profile. Click on *Where to Buy* for a full listing of automotive retail locations.

Editor’s Note: For additional information, contact Tim Rice at (412) 394-6611 or tim.rice@bm.com.

About Cooper Bussmann

Cooper Bussmann, the industry leader in critical circuit protection, power management and electrical safety, is a division of Cooper Industries (NYSE: CBE), and is headquartered in St. Louis, Missouri, USA. The company is committed to the development, manufacturing and marketing of innovative circuit and power electronics protection and power management products; and provides engineering, training and testing services globally for the electrical, electronics and transportation industries. The company provides superior brands, including Cooper Bussmann® circuit protection products and services, Coiltronics® magnetics, and OMNEX Trusted Wireless® systems. Additional information about Cooper Bussmann is available online at www.cooperbussmann.com.

About Cooper Industries

Cooper Industries plc (NYSE: CBE) is a global manufacturer with 2008 revenues of \$6.5 billion, approximately 88% of which are from electrical products. 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 eight 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 2008, sixty-one percent of total sales were to customers in the industrial and utility end-markets and thirty-seven percent of total sales were to customers outside the United States. Cooper has manufacturing facilities in 23 countries as of 2008. For more information, visit the website at www.cooperindustries.com.

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