SALES COLLATERAL

SPECIAL SALES PITCH PACKET TO CONVERT COMPETITOR CUSTOMERS

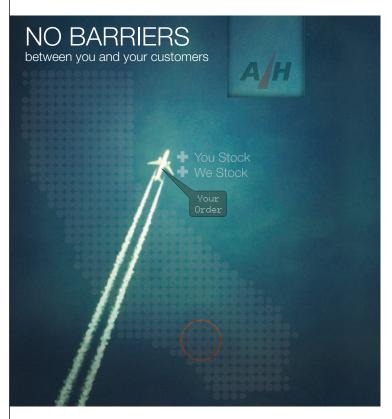












ARROW/HART

Services Commitment

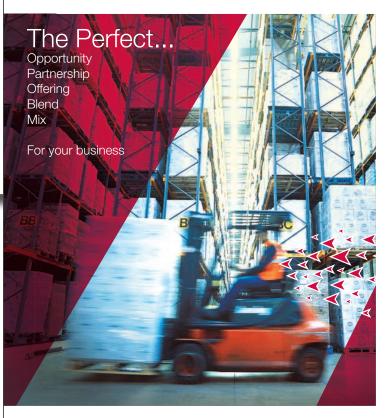
What you need and where you need it

Top SKU's

Cooper Wiring Devices commits to provide A-Listers – our top 200 SKUs – on our shelves to ship in 48 hours from our distribution center in Charlotte. If we don't we'll pay you \$50! See the attached list for the SKUs available.

You Stock - We Stock

Our "You Stock, We Stock!" Program uses our local warehouse in Bloomington California to stock key SKUs for your key accounts. You let us know what's needed for that important job or pivotal contractor and if we can't supply it from Charlotte, we'll stock it in California. You Stock, We Stock it's that simple.



Operational Excellence

Timely and Flexible

Stock Adjustment

Our combined success revolves around the right inventory mix. In the first year of our partnership, Cooper Wiring Devices' allows 4 stock adjustment returns with no restocking fee. These adjustments allow us to evaluate, modify, and maintain an optimal inventory mix for your market. Our stock adjustment commitment positions us to service your marketplace.

. . . .

To account for the time zone difference we're equipping Electrorep with system access! This access allows them to place and DROP orders on our distribution center. No more downtime!

row/hart Arrow/har



Enhancements

Cooper Wirring Devices offers a full portfolio of sales support and tools from your website to your counter area to a sales meeting. A snapshot of what's available is listed below with an order form for product samples, displays and off the shelf mechandising.

Marketing Funds

Marketing Funds totaling 10% of load in CWD order for pre-approved marketing activities in the first year. Support includes a variety of merchandising and premiums accessible online to support approved

- Print On Demand
- www.CWDcustomprint.com. Order promotional materials from http://wiring.cooperpremiums.com

Image Library

Image library access to our full portfolio of high resolution product images ideal for print ads, catalogs, and websites.

Educational Tools

Competitive Cross Reference

Competitive Cross Reference resources are the key to a smooth transition so we offer customized hard copy and electronic versions to support the office and the counter's needs.

Digital Resources

Cooper Wiring Devices offers a full suite of online resources including a company website feature product, market and solution segments equipped with selling tools like brochures and facility audits.

Pre-packaged Promotions

We help you move your inventory with prepackaged contractor promotions.

Kick-Off Celebration

Open House Event to celebrate the completed



Cooper Wiring Device Conversion

Best in Industry Terms*

- No Minimum Order Freight Prepaid on Orders over
- "No Hassles" Return

Stock Lift of Competitive

- . One time competitive stock lift for initial order
- . 180 days dating on initial order if value exceeds 2 months inventory commitment

Guaranteed Sale

(4) stock adjustment returns with no restocking fee to ensure an optimal mix for your marketplace*

Price Match Guarantee

We maintain your commitment to your customers' satisfaction

Marketing Fund Commitment of 10% of load in

CWD order for pre-approved marketing activities*

The Infiltration Team

Our conversion team with switch your house to a CWD house & Open House Event to celebrate with the branch staff and

Ongoing Tools & Support

We commit to promote our partnership for the long term

Multi-tiered Service Commitment

- Guaranteed shipment from our Charlotte distribution center on A-Lister SKUs. If we don't ship you get \$50 bucks!
- You stock. We stock! Local stock of key SKUs based on your needs. You let us know key SKUs and usage we'll load local inventory in our California
- . Order entry up to 5pm west coast time eliminating time zone service

warehouse

 (4) FAST guaranteed shipments for emergency orders*

*Valid in year one.

Requirements

1. Commit to Cooper Wiring Devices' as primary wiring device supplier to stock and promote at least 75% of branch business in at least (4) product families of which at least (2) are devices:

Commercial Devices

 Lighting Controls Technology (MediaSync, ASPIRE RF)

Industrial Devices

 Residential Devices • GFCI

- 2. Complete Conversion Agreement & Playbook
- 3. Place One for One stock order
- 4. Commit to promotional support, training, project partnership and joint sales calls





