



NEWS RELEASE



DAVE SANDERS, RCDD/LAN/OSP Vice President, Sales & Marketing

December 4, 2007 – Pomona, CA -

Arrow Wire & Cable, Inc. is pleased to announce the appointment of Dave Sanders, RCDD/LAN/OSP to the position of Vice President of Sales & Marketing. His partnership with Arrow will drive new energy, talent and enthusiasm into the domestic and global data communications market. In this new assignment, Dave will lead all sales and marketing operations for all locations in Arizona and California.

Dave has recently been named “Telecommunications Speaker of the Year” as well as the “International and Domestic RCDD Instructor of the Year” in 2005, 2006 and 2007. He is well known for his motivational speaking tours around the United States spreading his “Winners make Commitments, Losers make Promises” philosophy. Dave will continue this industry work as well as develop market strategies with the Arrow Wire & Cable team. His passion to make a difference in the industry is shared by Arrow, putting this new partnership in a position to yield extraordinary results.

Dave was formerly the Director of Sales- U.S. for Leviton Manufacturing.

About Arrow

Arrow Wire & Cable, Inc. has been providing telecommunication product strategies for many years. In 1989, Arrow was established as a solutions provider for the Security, fire alarm and communications industries. In early years of the business Arrow realized the value of diversification bringing them into the data infrastructure environment. They currently offer total data connectivity solutions with the major product lines required in this demanding industry. Arrow has offices in Phoenix AZ and Hayward CA; the corporate office is in Pomona, CA. For more information visit our website: www.arrowwire.com

Corporate Office

1929 Mount Vernon Ave
Pomona, CA. 91768
800.659.3655
fax: 909.282.1945

2368 West Winton Street
Hayward, CA. 94545
866.227.7699
fax: 510.264.2120

6005 South 40th Street Unit #1
Phoenix, AZ. 85042
602.438.1030
fax: 602.438.1060