

FOR IMMEDIATE RELEASE

Thomas & Betts Canada achieves Platinum Level in IDEA's IDW Bands of Excellence

Saint-Jean-sur-Richelieu, Qc, Sept. 12, 2014 - Thomas & Betts Canada has achieved the Platinum Level of IDEA's Industry Data Warehouse (IDW) Bands of Excellence Program. This program recognizes manufacturers who provide essential marketing support to distributors through the Industry Data Warehouse (IDW).

The highest level available, the Platinum Level indicates that 100% of Thomas & Betts Canada's stock items in the IDW have been populated with the enriched product marketing content that electrical distributors need to fuel their web sites and to market and sell their products in an increasingly electronic world. This content includes specification data, attributes, images and descriptions commonly referred to in the industry as SAID elements.

In addition to over 6,000+ stock items, data has also been loaded for more than 15,000 additional Thomas & Betts products. At this point in time, data for all products appearing in our print catalogues is now accessible in the Industry Data Warehouse (IDW).

"This achievement would not have been possible without the efforts of a dedicated E-Business team responsible for the integrity of all data sent to IDW", said Nathalie Pilon, President, Thomas & Betts Canada. "We will continue to commit resources to maintaining this elite status and to expanding the availability of high-integrity product information to our distributor partners. Our priority, as always, is to make it as easy as possible to do business with Thomas & Betts."

Thomas & Betts, a member of the ABB Group, is a global leader in the design, manufacture and marketing of essential components used to manage the connection, distribution, transmission and reliability of electrical power in industrial, construction and utility applications. With a portfolio of over 200,000 products marketed under more than 45 premium brand names, Thomas & Betts products are found wherever electricity is used. The company has a strong Canadian presence, with 8 manufacturing facilities across the country and headquarters in Saint-Jean-sur-Richelieu, Quebec. Approximately 80% percent of the company's products sold in Canada are manufactured in Canada. For more information, please visit www.tnb.ca.

The Industry Data Exchange Association, Inc. (IDEA) is the official technology service provider and eBusiness standards body of the electrical industry. The company helps thousands of manufacturers and distributors find the most cost-effective methods for running day-to-day business. IDEA's applications help connect the supply chain and make business processes efficient, easy and enjoyable for people every day. IDEA was founded in 1998 through a partnership rooted in the collective leadership of the National Electrical Manufacturers Association (NEMA) and the National Association of Electrical Distributors (NAED) members. Their applications also bring value to vertical markets such as industrial, retail, and consumer-packaged goods. The Bands of Excellence program is a quantity metric that evaluates the population of key website content fields but does not measure quality of content. The IDW Data Quality Certification Program, to be introduced in Q4 2014, will measure quality. IDEA is headquartered in Arlington, VA (<http://www.idea4industry.com>).