



LIBERTY REVEALS NEW LOGO

Refreshed graphics pay homage to proud history, celebrate a dynamic future

COLORADO SPRINGS, CO, October 1, 2012—Liberty AV Solutions unveiled its new logo today, introducing a fresh face to the world paying just due to its storied past while reflecting upon a dynamic new future. Incorporating the “running man” emblem that is part of its parent company WESCO International’s logo, Liberty’s graphics reboot, like its three main brands—Liberty Wire & Cable, Intelix Analog & Digital Devices, and PanelCrafters Custom Plates & Panels—is designed to give better expression to the comprehensive Liberty AV Solutions customer experience.

“Our new logo reflects the changes seen in recent years at Liberty, and also within the industry at large,” Liberty AV Solutions VP of Marketing Becky McWilliams told those attending a company event where the new logo made its official debut. “As technology continues to converge at so many different levels, we want to assure our customers that we’ll always have what they need. With the power of WESCO behind us, a foundation is clearly in place to offer stability, growth, and huge buying potential to those who have come to rely upon us over the years.”

The new logo utilizes the colors of Liberty’s first corporate imprint to symbolically respect the past, then adds the running man to represent both the Wesco connection and the company’s commitment to moving forward with innovative growth.

Liberty AV Solutions is recognized as a leading supplier of audio-visual integration products, including industry-leading digital solutions. Beyond its headquarters in Colorado Springs, Colorado, the company maintains offices in Arizona, North Carolina, Wisconsin, Hawaii, and Europe.

WESCO International, Inc. is a publicly traded Fortune 500 company headquartered in Pittsburgh, Pennsylvania. It is a leading provider of electrical, industrial, and communications maintenance, repair, and operating equipment, as well as OEM products, construction materials, and advanced supply chain management and logistic services. The company employs approximately 6,800 people, maintains relationships with over 17,000 suppliers, and serves over 100,000 customers worldwide. Its 2011 annual sales were approximately \$6.126 billion.