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Crescent Electric Receives Richard Buzun Award for Leadership and Innovation in eCommerce

Company recognized for advocacy of eCommerce initiatives

EAST DUBUQUE, IL, October 20, 2010 – IDEA, a business-to-business eCommerce solution and professional service provider, has announced Crescent Electric Supply Company as the distributor recipient of the fourth annual Richard Buzun Award for Leadership and Innovation in eCommerce. Bob Gaylord, president & CEO, IDEA made the announcement during the IDEA E-Biz Forum 2010 in Dallas, TX.

Crescent Electric was nominated by multiple manufacturers and is recognized in the industry for its advocacy of eCommerce. Accepting on behalf of Crescent Electric, VP Operations and Quality, Ron Schlader noted, “I am truly grateful to the IDEA team for acknowledging our efforts and accomplishments. We continue to reap the benefits of synchronized data, as do the suppliers that partner with us.”

The manufacturer award for 2010 was presented to ERICO International Corporation.

The Richard Buzun Award was introduced in 2007 to recognize one distributor and one manufacturer each year that demonstrate leadership in implementing and promoting successful eCommerce programs throughout the electrical industry. The award is named after the late Richard Buzun, former IDEA Chairman, and former president and CEO of Siemens Energy & Automation, Inc.

About Crescent:

Crescent Electric Supply Company is one of the ten largest electrical distribution companies in the U.S. The Company serves contractors, utilities, institutional and industrial customers with a broad line of electrical, lighting, automation and datacom products from 115 branches nationally.

Crescent Electric offers a wide range of value added services that can improve the efficiency and profitability of our customers. Contractors will profit from TPM – our Total Project Management software, inventory staging and kitting services: Industrial customers will benefit from the application expertise offered by our Industrial Solutions Center: Facility managers and building owners will realize lower energy usage and significantly reduced operating costs by taking advantage of our energy auditing services and electrical retrofit capabilities.

Established in 1919, Crescent Electric is a family owned business that is dedicated to being the leading distributor of quality products through value-added services. For more information, visit www.cesco.com or phone 815-747-3145.

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