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**Cooper Names Chief Marketing Officer**

Cooper Industries, Ltd.

CBE today announced the appointment of James T.

Pendley to the newly created position of Chief Marketing Officer. Pendley, who joins Cooper in early June from Black & Decker, will report to Chairman and Chief Executive Officer Kirk S. Hachigian.

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Pendley will be responsible for leading Cooper's corporate and strategic marketing initiatives, including brand management, sales force effectiveness, and customer relationship management and loyalty programs. He will also lead efforts to standardize and revitalize marketing processes across the company, including market planning initiatives, new product development and customer service programs.

"Jimmy Pendley brings to Cooper broad-based experience and leadership in marketing, customer relationship management and loyalty programs, and building sales-force effectiveness initiatives," said Hachigian. "As we continue to evolve and improve Cooper's commercial operations, he will play an integral role in enhancing our product portfolio, integrating new technologies, and escalating our reputation as an innovative, customer-industry leader."

Pendley joins Cooper following a 12-year tenure with The Black & Decker Corporation. In his recent role, Pendley served as vice president and general manager of its Kwikset Locks division with responsibility for a significant portion of one of the company's largest units. Pendley led the organization through an expansive growth period that included multiple acquisitions, product market realignment and integration, as well as substantial expansions in the company's

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