COOPER Wiring Devices

"From its inception in 2000, Cooper Wiring Devices has taken an aggressive approach toward marketing and product development. In the process, it has become one of Cooper Industries' fastest-growing businesses. At Cooper Wiring Devices, we continue to look beyond the tried and true to gain market share and drive growth in both the retail and electrical distribution channels."

Jeff Roberts
President, Cooper Wiring Devices

The genesis of Cooper Wiring Devices rests in the reinvention of three legacy brands – Eagle,® Arrow-Hart® and Royer® With the acquisition of Eagle Electric in 2000, Cooper consolidated these brands under Cooper Wiring Devices, taking advantage of Cooper's strong brand name This dynamic brand launch has resulted in vibrant growth and improved marketplace awareness with distributors, contractors, designers, builders and homeowners

The Cooper Wiring Devices brand consolidation also jump started significant internal improvement programs aimed at reducing costs, reallocating manufacturing capacities and, ultimately, enhancing profitability As a result, Cooper Wiring Devices has been able to expand its new product development platform, including a new design center in Shanghai, China, that has increased the quantity of projects and dramatically reduced their time-to-market

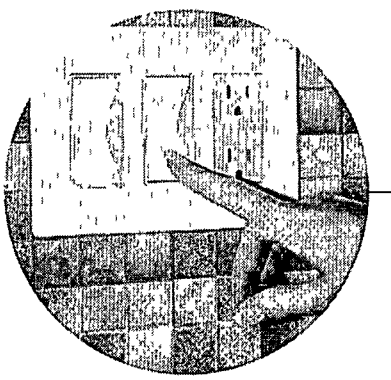


Annual Revenue Contribution

Cooper Wiring Devices 6%

Cooper Wiring Devices has distinguished itself for its innovative new products In 2004, the Company successfully launched redesigned decorator switches, new GFCI devices and the "While-In-Use" weatherproof cover for outdoor applications With the recent introduction of its Aspire™ Design System, Cooper Wiring Devices has extended a fashion footprint to receptacles, dimmers and switches for high-end residential and commercial applications Capitalizing on this unique trend toward aesthetics creates another potential revenue stream for electrical distributors and big-box retail outlets

In 2004, Cooper Wiring Devices relocated its headquarters adjacent to Cooper Lighting to maximize synergies between the two businesses Both divisions' best-in-class showrooms and training facilities will enhance mutual growth opportunities through joint training and marketing programs



Cooper's new Aspire™ Design System complements high-end interior designs

Cooper Wiring Devices is reaching beyond its boundaries to bring imagination and flair into the world of switches, wall plates and dimmers