

PRODUCT CHANGE / END OF LIFE NOTICE

January 28, 2015

Dear Valued Customer,

The Alpha Wire portfolio requires regular maintenance to ensure our products continue to offer the most updated features and benefits, in addition to the highest quality. As you are aware, there are many reasons which cause a product to require a change or to reach an end-of-life status. These reasons include when products mature and are replaced by new technology, changing industry standards, lack of demand from the market, significant changes in the product itself, or the technology has come to a point where it is no longer cost effective.

In an effort to streamline our product offering, I am pleased to announce the following changes to Alpha Wire's product portfolio, effective January 5, 2015:

1. The **Dearborn™ Marine** brand name will cease to be used, with all items currently in this family being discontinued.
2. The **Manhattan™ Electrical Cable** brand name is also coming to an end. Most of the items in the Manhattan product family will move to a new product family called Alpha Essentials with the slow- and non-moving items being discontinued. All items in the Security & Data and Thermocouple product lines will be discontinued.

We make every effort to provide an appropriate part number cross wherever possible, but in some cases products must be eliminated without a cross to a new part number. In these types of situations, it is our goal to either continue providing this product to you as a special order or to provide ample notice to existing customers in order to avoid any disruptions in the supply chain.

Should you have any questions, please feel free to contact your Alpha Wire representative or channel partner.

Sincerely,



Justin Dubow
Sr. Product Manager
Alpha Wire

NOTE: This is an electronic form – Attachments should be electronically scanned and attached.

File: Engineer/ECN/PCN

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PCN No.: 15-001
Issue Date: 01/28/2015**General Information:**Type of Product Impacted By This PCN: Standard Non-Catalog Special

Part Number(s) Impacted By This Change: See list on next page

Product Specification(s): Specification (or Spec. Series): Revision:

Change Information:Type of Change: New Product Line Extension Line Repositioning Discontinued
 Certifying Agency Change(s) Other (BE SPECIFIC)

Change Requested By: Justin Dubow

Description of Change(s): Product Line Rationalization

Reason(s) For Change(attach supporting documents as required): Low Demand

Effectivity Date: 01/05/2015

Inventory Disposition:

- Immediate Change - Safety Issue – Scrap All Inventory
 Running Change, Finalize By: _____ Then Scrap Sell-Off Rework
 Last Order Date (if applicable)
 Last Shipment Date (if applicable)
 Other (EXPLAIN IN DETAIL)

Distribution (Check Only If There Is A Need To Know):

- | | |
|--|--|
| <input checked="" type="checkbox"/> President | <input checked="" type="checkbox"/> Director of Engineering & QA |
| <input checked="" type="checkbox"/> Director of Marketing | <input checked="" type="checkbox"/> Director Global Supply Chain |
| <input checked="" type="checkbox"/> Director or Sales | <input checked="" type="checkbox"/> Director of Operations |
| <input checked="" type="checkbox"/> Senior Product Manager | <input checked="" type="checkbox"/> Director of Sales, EMEA |
| <input checked="" type="checkbox"/> Inside Sales Manager | <input checked="" type="checkbox"/> Sr. Mar Comm Manager |
| <input checked="" type="checkbox"/> Director of Finance | <input checked="" type="checkbox"/> Distribution Manager |
| <input type="checkbox"/> Other: (TITLE) | |

SHOULD THERE BE ANY QUESTIONS, COMMENTS, OR CONCERNS PLEASE CONTACT PRODUCT MANAGEMENT IMMEDIATELY FOR DISPOSITION OR CHANGE.

Issued By:
Dave Watson, Director of Engineering & QA**NOTE: This is an electronic form – Attachments should be electronically scanned and attached.**

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