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FOR IMMEDIATE RELEASE

LS Cable & System USA Partners with Isberg & Associates to Expand Market Reach

Peachtree Corners, GA – LS Cable & System USA, a leading U.S. manufacturer and supplier of electrical products serving the commercial, industrial, renewable, and utility markets, is pleased to announce a strategic partnership with Isberg & Associates, a respected manufacturers' representative firm specializing in electrical solutions. This collaboration aims to enhance service delivery and product availability across key regions.

Isberg & Associates brings extensive experience in representing top-tier electrical manufacturers, offering tailored solutions to meet diverse client needs. Their commitment to excellence and deep industry knowledge make them an ideal partner for LS Cable & System USA.

This partnership will focus on serving the west coast, ensuring that customers in these areas have enhanced access to LS Cable & System USA's high-quality products and technical support.

"We are excited to join forces with Isberg & Associates," said TW Son, LSCSUSA CEO. "Their established relationships in the industry will be instrumental in expanding our reach and delivering exceptional value to our customers."

Trevor Ebbs, Outside Sales at Isberg & Associates, echoed this sentiment: "Partnering with LS Cable & System USA allows us to offer an even broader range of top-quality electrical solutions to our clients. We look forward to a successful collaboration that benefits all stakeholders."

The addition of LS Cable & System USA's Medium Voltage Underground Distribution (MV UD) products strengthens Isberg & Associates' line card to provide their customers with greater access to reliable, high-performance utility solutions. In turn, LS Cable & System USA will benefit from Isberg's



regional market knowledge and deep-rooted relationships in California and the western U.S.—helping LS further its mission of becoming a nationwide partner for utilities across the country. This strategic expansion positions both companies for long-term success and aligns complementary strengths in product innovation and customer service.

About LS Cable & System USA

LS Cable & System USA is a leading provider of cable and power distribution solutions for commercial, industrial, and utility applications. With more than 60 state-of-the-art manufacturing facilities across the globe, LS Cable & System delivers superior products designed to meet the highest standards of quality, performance and innovation.

About Isberg & Associates

Isberg & Associates is an industry leading Manufacturers Representative Firm, servicing the Power Generation, Transmission and Distribution industries with offices in Pleasanton, California as well as San Diego, California. <https://www.isberg-nott.com/>

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