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## FLATWIRE WINS AWARD DESIGNATIONS FROM POPULAR MECHANICS AND HANDY MAGAZINE →

### Popular Mechanics lauds FlatWire's HDMI offering and Handy Magazine recognizes FlatWire's NEC approval

**ATLANTA (February 9, 2009)** — FlatWire, the Invisible Wire Solution™, announced it received award designations from Popular Mechanics and Handy Magazine. Popular Mechanics included FlatWire HDMI in its annual Editor's Choice Awards. The company also earned an honorable mention in Handy Magazine's 2008 Innovation Awards program for the approval of FlatWire 120V AC electrical wiring under the 2008 National Electric Code ("NEC").

Popular Mechanics announced the winners of its Editor's Choice Awards at the 2009 International Consumer Electronics Show (CES). The magazine's editors poured through the thousands of products on display at the tradeshow and highlighted the top 18 that stood out from the rest as it relates to excellence and innovation in design and engineering. Popular Mechanics chose to include FlatWire HDMI because it is the world's only variable length HDMI cable available in the marketplace that can 'disappear' into ceilings and walls following standard drywall finishing and painting methods. FlatWire HDMI is now available for pre-order only at [www.flatwireready.com](http://www.flatwireready.com).

Now in its eighth year, Handy Magazine's Innovation Awards honored products that showcase initiative, creativity, invention, reinvention and eco-innovation in 2008. The magazine included FlatWire's approval of its 120V AC electrical wiring under the 2008 NEC. Inclusion in the 2008 NEC establishes that FlatWire Concealable Nonmetallic Extension ("CNE") technology is approved for use in commercial and residential wiring projects. CNE is flat, paper-thin, electrical wiring that mounts directly to any wall or ceiling surface, thus safely and easily connecting devices such as flat panel televisions, audio/video, lighting or any device that requires a power source without sacrificing budget or design. CNE features an Active Safety Device in a variety of applications and is designed to safely "disappear" on the surface using common finishing techniques and paint. CNE was approved for compliance within the elements of electrical safety and approved for inclusion in the 2008 Code. Aside from its purely visual appeal, FlatWire is safer than traditional round wiring given its hidden aspect and safety features; in fact, it is the safest form of electrical wire ever created.

Full coverage of the Popular Mechanics Editor's Choice Awards can be found on the publication's Web site here. Information on Handy Magazine 2008 Innovation Awards can be found in the December 2008/January 2009 issue of the magazine.

### **About FlatWire** →

FlatWire by Southwire is the safe, high performance, easy to install and low cost replacement for conventional wiring compromises. This patented paper-thin wiring makes it possible to put audio, video, data, lighting, and even electrical exactly where you desire without the visible/unsightly wires. FlatWire Technologies is a division of Southwire Company, the largest manufacturer of electrical wiring in the North America based in Carrollton, GA. For more information, visit [www.flatwireready.com](http://www.flatwireready.com).

### **About Southwire Company** →

A technology leader for over 55 years, Southwire Company is the leading wire and cable producer in North America. Southwire manufactures utility cable products including overhead and underground transmission and distribution cable, building wire and cable, industrial power cable, copper and aluminum rod, and continuous-casting rod technology. For more information about Southwire products, services, and technical resources please visit [www.southwire.com](http://www.southwire.com).