



Has been acquired by



The Principals of the undersigned investment bank served as financial advisors to the Roden shareholders



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Vetus Principals Advise Roden Electric's Shareholders in Sale to Kendall Electric

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CLEVELAND, July 20, 2007 – The investment bank of Vetus Partners is pleased to announce the sale of Roden Electric to Kendall Electric. Vetus' Jim Miller served as the lead advisor to Roden's shareholders on the transaction.

Founded in 1936, Roden distributes a wide array of electrical and automation & control products, complemented by a broad offering of value-added services, to leading industrial and contractor customers in the South Central U.S. With over \$120 million in sales and approximately 200 employees, Roden is one of the largest independent distributors of electrical products serving this region. Management, the employees, and the Roden name remain intact following the transaction.

Said Sam McCamy III, President of Roden Electric: "The Vetus Principals looked out for our shareholders' interests for a long time, and always put our needs first. Their distribution expertise was extremely valuable throughout the process. We would strongly recommend them to any distribution company owner considering a full or partial liquidity event." Kendall's President, Martin Ranly, added: "The Vetus bankers conduct themselves as true intermediaries. They help appropriately to get the deal done, rather than getting in the way."

About Vetus Partners

Vetus' investment bankers have advised more than two dozen distribution companies and/or private equity firms seeking to invest in distribution companies over the past decade. Vetus' financial advisory services relate primarily to the following types of transactions:

1. Management buyouts
2. Sell-side mergers & acquisitions
3. Buy-side mergers & acquisitions
4. Private placements of debt and equity
5. Financial restructurings