



Press Release

FOR IMMEDIATE RELEASE

Lumberg Automation

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Lumberg Automation's William "Chip" Potter finalist for CFO of the Year Award.

Midlothian, VA – (July 13, 2007) William "Chip" Potter, Controller, Lumberg Automation was recently honored as a nominee for the Virginia Business 2007 CFO of the Year Award in the Small Private Companies category as reported in the July, 2007 issue of Virginia Business magazine. One of only five finalists, Mr. Potter was included in a prestigious group that included other influential businessmen from Virginia such as Jay Atkinson of RedPeg Marketing, D. Todd Irby of Innovative Wireless Technologies, Matt Lanzer of Service Center Metals, LLC and eventual winner in this category, Nicholas Vlattas of Hansbury Evans Wright Vlattas & CO. They were part of the Annual CFO of the Year Awards that included a total of five categories, including Public Companies, Large Private Companies, Small Nonprofit Organizations and Large Nonprofit Organizations.

The nominees were recently recognized and honored at an Awards dinner hosted by The Jefferson on June 28th, 2007. The keynote address was given by noted author and motivational speaker Jim Ball, President and CEO of The Goals Institute to an audience of over 300 attendees.

Mr. Potter was nominated for the award by the President of Lumberg Automation, Anton Kempf, for his contribution to the recent acquisition of Lumberg Automation by Belden Wire and Cable Company. He introduced key tax strategies and was influential in clarifying the true value of Lumberg Automation to Belden officials, ultimately resulting in the consummation of the deal earlier this year. When asked about his contribution, Mr. Potter downplayed his role stating that the award was more a reflection of the efforts of the whole Lumberg team rather than his individual accomplishments

Before coming to Lumberg-Automation, Mr. Potter served the Richmond area as a Systems Integration Consultant for ACUMEN Corporation. He is a graduate of Louisiana State University with a BS. Degree in Business Administration.

About Lumberg Automation

Lumberg Automation, North America designs, manufactures, markets, and sells connectors and components for Industrial Automation applications throughout the United States, Canada, and Mexico. The company services the Manufacturing Industry (NAICS 31-33), with Industrial Connectivity, Fieldbus, Industrial Ethernet, and Food and Beverage connectivity products and solutions. Additionally, the company is well positioned to support special applications along with private label agreements. To obtain more information about Lumberg Automation, visit our website: www.lumberg-automationusa.com or call **804.379.2010**.

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