

FOR IMMEDIATE RELEASE – June 17, 2014

LOCATION:

Metro Wire and Cable
2802 Independence Road
Iowa City, IA 52240

Koch Comes Aboard; MWC-Iowa City Expands Again

Metro Wire and Cable-Iowa City is pleased to announce the hiring of **Alysse Koch** as **Sales Consultant** in Iowa City, IA.

Ms. Koch comes to Metro Wire and Cable from the greater Kansas City, Missouri area where she held several marketing and sales roles for Cumulus Media and Centriq Training. Koch, a graduate of Colorado State University (B.S. Business Management), will be charged with working with electrical contractors, fire and security companies, utilities, OEM's and other customer bases in the greater Midwest. Her growing knowledge of electrical cable and accessories, coupled with her abilities to relate well with various customer groups will poise her for success in these markets and regions.

Ryan Wesley, Sales Manager (Iowa City) states, "Alysse has the strong personality and the work ethic to relate well to multiple customer bases and to learn the industry. We are excited to have her join our growing facility and market herself and our company."

Alysse Koch can be reached at 1-319-337-9473 or by e-mail at akoch@metrowire.net.

For more information about this hiring, please contact Ryan Wesley, Sales Manager (Iowa City), 1-319-337-9473, rwesley@metrowire.net or Nate Tallman, Corporate Development Director, 1-586-264-3050, ntallman@metrowire.net.

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About Metro Wire & Cable

Metro Wire & Cable, one of the Nation's top two-hundred electrical distributors, provides warehousing, supply chain, and delivery services of wire and cable products for a broad spectrum of markets. These markets include public utilities, electrical contractors, wind farm developers, commercial and industrial HVAC industries, traffic signal and airport lighting contractors, Original Equipment Manufacturers (OEM's) and the security industry. Metro Wire, founded in Detroit, Michigan in 1976, established its Southeast Regional Distribution Center in Atlanta, Georgia in 1981, and it's Midwest Regional Distribution Center in Iowa City, Iowa in 2008. The company, now headquartered in Sterling Heights, Michigan, maintains extensive inventories tailored specifically to customer requirements at each location.

Corporate Contact

Nate Tallman, Corporate Development Director, 1-586-264-3050, ntallman@metrowire.net.