

FOR IMMEDIATE RELEASE – January 13, 2014

LOCATION:

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

Metro Wire and Cable Iowa City Expanding Again

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

Mr. Lovich comes to Metro Wire and Cable from the greater Aspen Valley, Colorado area where Nathan was a Sales Specialist with Ensignal Wireless. At Ensignal, Nathan was charged with direct and upstream consultative selling to residential and corporate customers. A former resident of the greater Iowa City, IA area, Nathan is excited to be back near his roots and to work in geographic and industry areas in which he is familiar with.

Nathan will be charged with working with electrical contractors, fire and security companies, utilities, OEM's and other customer bases in the greater Midwest. Nathan's growing knowledge of electrical cable and accessories, coupled with his abilities to relate well with various customer groups will poise him for success in these markets and regions.

Ryan Wesley, Sales Leader (Iowa City) states, "We are always excited to be expanding in the region, but growing with Nathan is an added benefit. Nathan has a great personality and his excitement when working with others is contagious. We are excited to have him on-board."

Nathan Lovich can be reached at 1-319-337-9473 or by e-mail at nlovich@metrowire.net.

For more information about this hiring, please contact Ryan Wesley, Sales Leader (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.