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For Immediate Release

Electrical Contracting Products' 2007 INNOVATION Award Finalists Another Step Closer

Arlington Heights, IL (September, 2007) — ***Electrical Contracting Products*** magazine, the product information authority for decision makers at the nation's leading electrical contracting firms, has named the Finalists in its *2007 INNOVATION Awards*. The prestigious program recognizes outstanding companies whose products or services have best responded to electrical contractors' market challenges by offering creative and innovative ideas.

Finalists for this year's event include some of the most influential companies serving the \$82 billion electrical contracting market. Divided into 18 product categories, the *2007 INNOVATION Awards* are judged by a distinguished panel of professional electrical contractors who will evaluate each of the product finalists on six criteria:

- Innovation
- Ease of use
- Cost effectiveness
- Quality contribution
- Maintainability
- Productivity improvements

The *2007 INNOVATION Award* winners will be recognized at a special ceremony and reception being held at the Muscone Convention Center in San Francisco on Saturday, October 6, the first evening of the National Electrical Contractors Association's Show.

"We received a record number of entries this year, a 33 percent increase over 2006. Not only are these quality products, but the record number of entries and companies submitting products shows that manufacturers have a strong interest in the INNOVATION Awards," said John Dyslin, Editor of *Electrical Contracting Products*.

Electrical Contracting Products is published by Cygnus Business Media, a leader in business-to-business media. The magazine reaches over 40,000 medium to large electrical contractors every month, focusing exclusively on products purchased and installed by electrical contractors. For more information, visit www.ECPZONE.com or contact John Dyslin at 847-454-2709, john.dyslin@cygnusb2b.com

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