

## Trade Service Generic Numbering is Here to Stay

SAN DIEGO – August 11, 2008 – Trade Service announced today that due to overwhelming demand from its large base of distributor and contractor customers, its “980000”-series generic item numbering, a standard feature within its many service offerings and in active use today among 21,000 electrical distributor and end-user desktops, will continue to be provided indefinitely. Trade Service’s #1 goal is to service the needs of its customers and the company assures its users that the generic item numbers will remain intact, and will grow, in the years to come.

Over 1,000 electrical distributors subscribe to Trade Service’s generic (not brand-specific) item coverage because it provides an industry-wide benchmark pricing position representing a reliable market level for popular commodity products, such as wire, conduit, and conduit fittings. Additionally, electrical distributors use “generics” to simplify inventory maintenance, providing a single item code that is able to track a given product that may be sourced from several different manufacturers.

The primary value the electrical industry derives from the Trade Service “generics” is closely tied to this set of numbers. For many years, the “980000”-series of generic codes has been firmly embedded, not only within hundreds of electrical distributors’ business systems, but more importantly, the generic item codes are an integral part of thousands of electrical contractors’ estimating databases, which are updated by Trade Service on a weekly basis. These codes are used daily by contractors in their product specification, estimating, and purchasing activities. The clear value to electrical distributors is the ability to maintain data synchronization with customers, facilitating an efficient flow of information in commerce-related transactions.

Jeff Skiles, IT Director, Kirby Risk Electrical Supply, states, “The Trade Service generic product listings prove invaluable to my business, especially as it helps establish data synchronization with our customers, with whom we regularly engage in electronic commerce.”

Kevin Baxter, President of Baxter Electric, Inc., finds value as an end-user, “I’ve been using Trade Service pricing data for years and specifically, the generic codes streamline communication with my suppliers. It’s a common language that helps both ends of the trading partnership.”

### About Trade Service

Trade Service is the leading provider of standardized product and price information to the electrical, industrial MRO, plumbing/PVF, HVACR, and office products industries. Since 1931, the company has been the leader in content acquisition, aggregation, management, publishing, and distribution, offering a variety of products, services, and systems to meet the product content needs of over 21,000 distributors, contractors, government agencies and “buy side” Fortune 1000 subscribers. The range of solutions provided includes printed directories, electronic catalogs, pricing data for business system updating, and robust attributed content to fuel full-functioning Internet storefronts. For more information, visit [www.tradeservice.com](http://www.tradeservice.com), or call (800) 854-1527.