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**MAXCELL ANNOUNCES STRUCTURED INNOVATIONS APPOINTMENT
AS GREAT LAKES REGION MANUFACTURER'S REPRESENTATIVE**

Wadsworth, Ohio (May 29, 2009) – MaxCell, a flexible, multi-celled, fabric innerduct system designed specifically for the network construction industry, has announced their partnership with manufacturer's representative Structured Innovations. Structured Innovations will represent MaxCell in the structured cabling market in the Great Lakes region, including Indiana, Kentucky, Michigan, Ohio, West Virginia and western Pennsylvania.

Founded in 2001, Westerville, Ohio-based Structured Innovations has grown to become the premier telecommunications manufacturer representation firm in the Great Lakes region.

Ideal for use in network construction projects, MaxCell is a cost efficient flexible innerduct system that is a technologically advanced alternative to traditional rigid innerduct systems. Designed to provide greater flexibility in network applications, MaxCell reduces or eliminates the number of conduits required in new construction, a benefit that can both cut costs and speed up project completion time.

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MaxCell Appoints Structured Innovations/2

“Structured Innovations is a highly experienced group that we believe will help us grow MaxCell in private and public networks throughout this region,” said MaxCell Vice President Mike Miller. “Combining their strong background in structured cabling with MaxCell’s cost-efficient and flexible design, we know this partnership will yield great things for each of our companies as they coordinate the efforts of our industry partners in manufacturing, distribution, contract installation, and engineering.”

More than 100 million feet of MaxCell innerduct has been installed around the world in a variety of applications, including cable TV, telecom, power/utilities, municipalities, university, corporate and hospital campuses and military/government installations. For more information, visit www.maxcellinnerduct.com.

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