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## **FOR IMMEDIATE RELEASE**

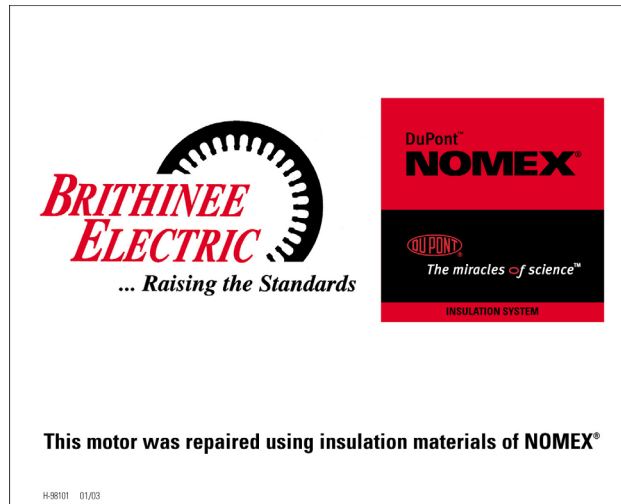
April 12, 2003  
Colton, California

### **Brithinee Electric Selected For NOMEX<sup>®</sup> by DuPont<sup>™</sup> Branding Program**

Brithinee Electric of Colton, CA was selected by DuPont as the only West Coast electric motor repair company, and one of two companies in the US, to be included in a new “Motor Repair Shop Master Program”. The new program emphasizes NOMEX<sup>®</sup> brand insulation materials made by DuPont<sup>™</sup> inside the rewind motor. This type of branding strategy is similar to that promoted by Intel, with its now famous “Intel Inside<sup>®</sup>” international advertising campaign. The Motor Repair Shop Master Program authorizes the repair facility to affix a special exterior label to the rewind motor, showing both the Brithinee Electric and NOMEX<sup>®</sup> logos. See sample on next page.

Selected for its decades of quality leadership in the industry, and the exclusive use of NOMEX<sup>®</sup> insulation materials in its motor repairs, Brithinee Electric has also included NOMEX<sup>®</sup> in its own new branding program and its Website. “In a mature industry like ours, innovative methods are needed to show our customers why selecting the products and services of Brithinee Electric is the right choice,” states Wallace Brithinee, company president. “The NOMEX<sup>®</sup> Motor Repair Shop Master Program, is one such method. DuPont has, for many years, been a provider of one of the key building blocks for our motors’ insulation systems, a ‘silent partner’ in our efforts to provide a long-lasting and trouble-free electric motor. We want to shine a light on that partnership. ”

In business since 1963, Brithinee Electric repairs and rewinds industrial electric motors and generators, stocks new electric motors and control components, and builds custom motor control centers. During the 1980s, it helped to revolutionize pumping system controls for the golf course and water industry. During the 1990s, the firm was a leader in the development of winding insulation systems suitable for the harsh electrical environment in motors powered by electronic drives. After leading the effort for a major revision of the repair industry standards, the firm adopted the theme, “Brithinee Electric ... Raising the Standards.”



The advertisement features two logos side-by-side. On the left is the Brithinee Electric logo, which includes a stylized gear or fan icon above the text "BRITHINEE ELECTRIC" in a bold, red, serif font, with the tagline "... Raising the Standards" in a smaller, italicized font below it. On the right is the DuPont NOMEX logo, which consists of a red rectangular box containing the text "DuPont" in a small font, "NOMEX" in a large, bold, black font, the DuPont logo (a red oval with "DUPONT" inside), and the tagline "The miracles of science" in a small font. Below the DuPont logo is a black rectangular box containing the text "INSULATION SYSTEM" in a small, white font.

**This motor was repaired using insulation materials of NOMEX®**

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