

News Release

**From: Belden
Berry Medendorp
+31 77 387 8555**

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Belden introduces new EMEA distributor program

Belden has introduced a new program for distribution partners in the EMEA region. The new Channel Program, called Belden DNA, was launched in Brussels during a two-day meeting attended by key Belden personnel and representatives of more than 40 distribution partners.

The new Belden DNA program sets out to build the ultimate connection between Belden and its distributors, through selection and allocation of resources. Building on a shared commitment, the name DNA epitomises the concept of a DNA connection.

Belden DNA will be an exclusive community of the best distribution partners, dedicated to promoting Belden's range of cable and associated products to their respective markets and territories. The program will allow the relationship to be a successful and mutually beneficial experience, growing together, creating Organic Growth to make both entities stronger.

Launching the program, Channel Program Manager, Phil Watts said: "Belden DNA is a new way of managing our distribution relationships and is designed to be flexible and fit with their business. As with any business relationship there are elements required, upon which growth can be developed and future business objectives achieved.

“Each of our DNA distributors’ very different characteristics determines the levels of reciprocal commitment, i.e. the commitment required for Belden and therefore the level of commitment they in turn receive from Belden. Essentially this means the greater the level of commitment they give to Belden, the greater the level of support their organisation will receive from Belden.”

Recognising the difference of each of the current DNA distributors and their business, Belden DNA has been developed to cater for multiple types of distribution relationship. Individual distribution partners determine where their organisation fits in.

Belden will provide different levels of service. DNA distributors whose business is structured such that they have a relationship based on increasing commitments, will be able to command increasing levels of support and service from Belden. The highest level will include timely, professional service to meet the demands of the distributor and additionally include greater access to Regional Account Managers, Marketing Communications team, Marketing managers and Portfolio reviews as well as increased training resources.

A dedicated team assembled to support our DNA distribution partners, consisting of a Channel Manager, Regional Account Managers and a Coordinator. In addition a range of resources has been introduced, including an Opportunity Tracking program, a shared web portal and improved technical support facilities.

Phil Watts: “We believe this will be the best programme in the market place today and we fully intend, with our partners help, to keep Belden DNA as the partner programme to benchmark against.

“Belden appreciates that to have a motivated and proactive distribution channel able to support the overall business strategy and deliver superior performance, requires a consistent and cohesive strategy. We believe that a motivated distribution channel will organically grow, whilst supporting the Belden sales strategy and deliver superior performance.”

Mr. Watts added “The Belden DNA programme is only one aspect of an innovative approach to working with our distributors. We will incorporate a full suite of traditional and multi media collateral to communicate, update and inform customers about Belden, our products and the markets in which we operate.”

For more information about Belden, please visit www.belden-emea.com.

About Belden

Belden is a leader in the design, manufacture, and marketing of signal transmission products for data networking and a wide range of specialty electronics markets including entertainment, industrial, security and aerospace applications. Belden has manufacturing facilities in North America and Europe as well as distribution centers in the U.S., Canada, Singapore, Australia and the Netherlands. A majority of Belden's manufacturing, engineering and support functions are registered to the International Organization for Standardization.

For more information about Belden, please visit www.belden.com

For further information, please contact:

Nancy van Heesewijk

EMG

Lelyweg 6

4612 PS Bergen op Zoom

The Netherlands

Tel: +31 164 317 018

Fax: +31 164 317 039

E-mail: nvanheesewijk@emg.nl

www.emg.nl

Berry Medendorp

Belden

Tel: +31 77 387 8555

Fax: +31 77 387 8488

E-mail: berry.medendorp@belden.com

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This press release and relevant photography can be downloaded from

www.PressReleaseFinder.com

Alternatively for very high resolution pictures please contact Nancy van Heesewijk

(nvanheesewijk@emg.nl , +31 164 317 018)