

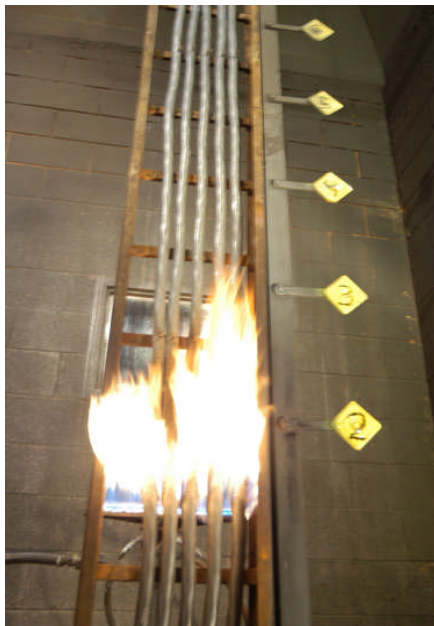
## Houston Wire & Cable Company's LifeGuard™ Product Selected in BuildingGreen's Top 10 Products for 2007

Houston, TX—(PrimeNewswire) November 14, 2007 – Houston Wire & Cable Company (NASDAQ: HWCC) (the “Company”) announced that its proprietary LifeGuard™ cable has been selected as one of BuildingGreen's Top 10 Products for 2007. This annual award recognizes the most innovative and exciting green building products added to the *GreenSpec*® Directory or covered in *Environmental Building News*.

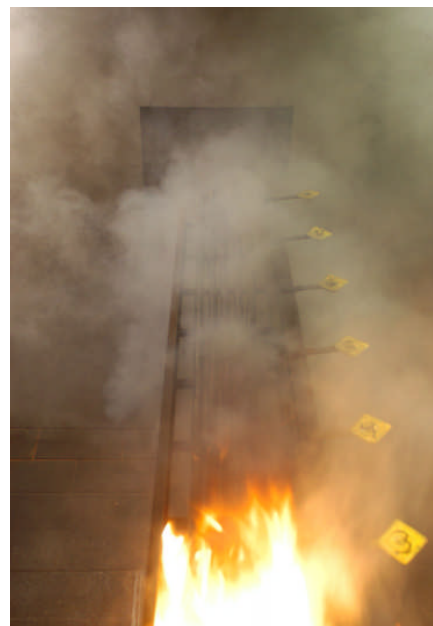
For the last six years, the Top 10 winning products have been selected based largely upon the U.S. Green Building Council's LEED® Rating System (Leadership in Energy and Environmental Design), which awards points for green characteristics such as saving energy, avoiding hazardous materials and a variety of other environmental attributes. HWCC's LifeGuard™ cable has been recognized for superior flame resistance which produces minimal smoke, carbon monoxide (CO) and acid gas during combustion. LifeGuard™ cable is made using Low-Smoke Zero-Halogen compounds that have excellent electrical and mechanical characteristics, superior flame resistance, low smoke production and reduced toxicity.

For more information about our exclusive LifeGuard™ product, please visit our website at [www.houwire.com/lifeguard/](http://www.houwire.com/lifeguard/)

LifeGuard™ Wire & Cable



Conventional Wire & Cable



Photographs were taken at the same point in respective burn test, which was conducted in 2003 at Underwriters' Laboratories.

## **About the Company**

With more than 30 years experience in the electrical industry, Houston Wire & Cable Company is one of the largest distributors of specialty wire and cable and related services in the U.S. electrical distribution market. Headquartered in Houston, Texas, HWCC also has facilities in Atlanta, Baton Rouge, Charlotte, Chicago, Denver, Los Angeles, Philadelphia, San Francisco, Seattle and Tampa.

Standard stock items available for immediate delivery include continuous and interlocked armor, instrumentation, medium voltage, high temperature, portable cord, power cables and private branded products, including LifeGuard™, a low-smoke, zero-halogen cable. HWCC's comprehensive value-added services include same-day shipping, knowledgeable sales staff, inventory management programs, just-in-time delivery, logistics support, customized internet-based ordering capabilities and 24/7/365 service.

### **CONTACT:**

James L. Pokluda, III  
Vice President Sales & Marketing  
Direct: 713.609.2116  
Fax: 713.609.2205  
[jpokluda@houwire.com](mailto:jpokluda@houwire.com)