



For Immediate Release

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Beast Cabling Systems Enters European Market

ARLINGTON, VA, April 18, 2008 – Beast Cabling Systems, Inc. (BCS) is proud to announce the first product sale of their innovative Cabling Installation System (CIS) into the European Marketplace. CIS and its components are designed to bring systemization and control to the various tasks required to properly install network cabling. CIS enables consistent, efficient installations that conserve time and material, reduce errors, and enhance industry best practices for overall better network performance.

Denmark-based T.J. Transmission A/S, provider of voice and data infrastructure solutions, purchased CIS, and the company will first deploy the technology at a Computer Sciences Corporation data center project in Copenhagen. "When we came across Beast Cabling and the CIS at a BICSI conference, we thought the system had a lot of possibilities for improving cable pulling here in Denmark," says Troels Joergensen of T.J. Transmission A/S. "With CIS, we anticipate being able to pull cables more uniformly, color code bundles for better management, and reduce waste during the installation."

T.J. Transmission A/S has plans to introduce CIS to the Danish market as they deploy the system on many future cabling installation projects. "While there is no committed sales effort to the European market, we're very excited about this sale and the growing interest in our products," says Greg Bramham, vice president of Beast Cabling Systems. "The installation market in Europe has the same concerns and issues that we experience here in the U.S. – a shortage of skilled technicians, high labor costs, increasing costs for cable and components, and the increasing need for proper installation methods to install their high-speed cable products. Consequently, it makes sense that the demand for our innovative products is growing on a global scale, and we believe it's only a matter of time before CIS tools are the preferred method to install every cable infrastructure installation in the world."

With CIS, Joergensen plans to easily pull 24 to 48 horizontal communications cables at a time, a process that he says previously required more space, wasted approximately 3 to 5 meters of every cable, and resulted in more errors. "We'll be able to now pull cables right to the patch panel without having to cut down lengths and move labels, which created the potential for mistakes. I believe we can reduce waste by 50% with CIS, which is great for the environment and the bottom line," says Joergensen. "Documentation is the one thing that everyone talks about but many don't care enough about. With CIS, there's no reason whatsoever to not properly label the cables, and we now have a greater possibility of ensuring good documentation throughout the installation process."

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About Beast Cabling Systems

Headquartered in Arlington, VA, privately held Beast Cabling Systems provides patented cabling installation system (CIS) components and services to the voice and data cabling markets. Contractors using Beast CIS achieve a competitive advantage by improving practices and profitability on every job for better network performance and customer satisfaction. For more information, visit www.beastcablingsystems.com.