

## **Beast Cabling Systems Adds Business Development Executive**

ARLINGTON, VA, OCTOBER 23, 2006 – Beast Cabling Systems, Inc, a leading provider of advanced cabling installation system (CIS) components, today announced the appointment of Mark Vida as vice president of sales and business development. Vida is responsible for helping the company expand recognition and sales of Beast Cabling Systems CIS for contractors.

With over 20 years experience in senior positions in sales, business development and general management for global communications equipment suppliers and leading edge technology companies, Vida immediately recognized the potential for next generation CIS to change the way contractors bid, install and maintain cabling.

“Beast Cabling Systems has the right solution at a very key time in the low-voltage cabling marketplace,” said Vida, citing the emergence of higher frequency copper cabling and increased use of fiber cabling across local area networks, outside plant, storage area networks and data centers. “The CIS by Beast Cabling Systems revolutionizes best practices for installation and creates a better work environment for technicians. It also enables contractors to recognize enormous savings. By eliminating errors and cable damage while keeping crews operating with less fatigue and fewer hours per project, the whole performance of the contractor moves up a notch,” according to Vida. “We have customers right now who are realizing over a hundred thousand dollars of increased profits annually. They are also winning more contracts by positioning Beast CIS best practices in bid responses,” he said.

CIS is a category of components and practices that bring control and consistency to the installation, organization and testing of cabling infrastructures. These systems have a significant impact on contractor operation and profitability. Beast Cabling Systems CIS is a portable system that separates, organizes, meters, and labels cable off the reel or out of the box and into cable pathways, conserving time and materials, reducing errors and damage, and ensuring safe, uniform installation practices for any crew on any job.

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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, reducing workplace fatigue, and improving profitability on every job. For more information, visit [www.beastcablingsystems.com](http://www.beastcablingsystems.com)