

## my.RELECTRIC Invites Customers to Share Ideas

CEO Anthony Robinson calls for customer input to shape RELECTRIC's future

**San Jose, CA - February 24, 2009 -**

CEO Anthony Robinson announced today that RELECTRIC is holding an open forum for customers to communicate ideas directly with RELECTRIC management. The forum is available at <http://my.relectric.com>, and any ideas brought to the table will be reviewed for implementation by RELECTRIC management, including Robinson.

"I'm most excited about my.RELECTRIC because I believe our customers have well-founded ideas and opinions about how to make RELECTRIC a better fit for their business," Robinson states. "I will be reviewing this valuable feedback personally with the goal of implementing as many ideas as possible."



my.RELECTRIC provides customers with two ways to connect to the decision-makers at RELECTRIC. The first option is a one question pole that simply reads "Tell us your idea". If further stimulation is needed, the second my.RELECTRIC option offers a guided worksheet, asking questions about everything from buying patterns to website feedback, to help customers develop their RELECTRIC ideas.

In both cases, RELECTRIC commits to reviewing all targeted ideas at the management level. "I want our customers to know that we're human, that we care, and that we're here to listen," Robinson explains. "Our success comes as a direct result of our customers' support. We owe it to them to shape the future of RELECTRIC around their business' needs."

To join Robinson on my.RELECTRIC, visit <http://my.relectric.com> and choose "Get Started". my.RELECTRIC is open to the general public - a name and email address are welcomed for interactive ideas, but sharing personal information is not required.

###

### About RELECTRIC Inc.

RELECTRIC Inc., founded in 2003, is a national supplier of new and obsolete electrical equipment including circuit breakers, transformers, motor controls, busway, and switchgear. RELECTRIC Supply Company ships from over 25 locations nationally and stocks over \$15 Million MSRP in ready-to-ship Inventory of new and obsolete Cutler-Hammer, GE, Siemens, Square D and more.

Call 800 497 6255

Email [sales@relectric.com](mailto:sales@relectric.com)