



Our Customers Power the Future

## **FOR IMMEDIATE RELEASE**

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### **AMERICAN ELECTRIC POWER SELECTS LAPP RODURFLEX<sup>®</sup> COMPOSITE INSULATORS IN MULTI-YEAR CONTRACT AWARD**

LeRoy, NY (July 10, 2007) – American Electric Power (AEP), owner of the largest transmission system in the U.S., has chosen RODURFLEX<sup>®</sup> composite insulators from Lapp Insulators, LLC to ensure the reliability of their network. AEP recently placed a multi-year contract for composite insulators to be used for upgrades and maintenance of their systems, which cover 11 U.S. states.

According to Matthew Bailey, Vice President, Marketing & Sales, “This contract represents a significant portion of AEP’s anticipated insulator purchases over the next several years. AEP has some of the most stringent quality requirements in the industry, so this order is a validation of the quality of RODURFLEX<sup>®</sup> products. RODURFLEX<sup>®</sup> insulators have been proven reliable in the field since 1967 and are currently in use in more than 50 countries around the world. The fact that they’ve performed consistently under a wide variety of environmental conditions and climate extremes was a key factor in AEP’s decision.”

Ability to deliver product on time was another reason for AEP’s selection of RODURFLEX<sup>®</sup> insulators. The components will be sourced globally and assembled and tested in the U.S. “This is another example of Lapp Insulators’ strategic approach to global business,” Bailey says. “With our network of suppliers, manufacturing facilities and assembly operations around the world, we can deliver products cost effectively, wherever and whenever the customer needs them.”

RODURFLEX<sup>®</sup> composite insulators are made of high-grade synthetic materials that exhibit outstanding mechanical and electrical characteristics. They feature a modular design that allows Lapp to source the components from the most cost-effective suppliers and then assemble and test the finished products close to the point of delivery. RODURFLEX<sup>®</sup> insulators offer superior service life with outstanding resistance to environmental factors such as UV light, ozone, acid, contamination and moisture. They have an interior tensile strength higher than that of steel, yet they weigh 75% less.



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Lapp Insulators, LLC, headquartered in LeRoy, New York, is a leading supplier of high voltage insulators for the global electric utility industry with manufacturing facilities in LeRoy, Sandersville, GA, Wunsiedel, Germany and the People's Republic of China.

Recently named one of Rochester's Top 100 fastest growing companies, Lapp's core businesses include ceramic and composite insulators for applications ranging from 15 kV to 765 kV.

American Electric Power is one of the largest electric utilities in the United States, delivering electricity to more than 5 million customers in 11 states. AEP ranks among the nation's largest generators of electricity, owning nearly 38,000 megawatts of generating capacity in the U.S. AEP also owns the nation's largest electricity transmission system, a nearly 39,000-mile network that includes more 765 kilovolt extra-high voltage transmission lines than all other U.S. transmission systems combined. AEP's headquarters are in Columbus, OH.

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