

Press release

November 2008

New positioning of Berkenhoff in North America: bedra-Gisco, Inc. changes name to bedra, Inc.

Hauppauge, NY – November 3, 2008 – bedra-Gisco, Inc. today announced that it has officially changed its name to bedra, Inc.

bedra-Gisco, Inc. was formed in late 2005 as the US subsidiary of Berkenhoff GmbH, a global leader in the design, development and manufacturing of EDM, welding, electronic and anchor wire. For many years, Berkenhoff, under its corporate trademark bedra® has long been synonymous with quality and innovation in the high-tech fine-wire industry. Many standards, innovations and patents in this industry “made by bedra” are well summarized under its company claim “intelligent wires”.

“Promoting a single global brand strategy ensures our end users and dealers that they are receiving products from one of the most respected manufacturers in the wire industry regardless of what part of the world they conduct their business in,” said Bruce Benson, bedra, Inc.’s recently appointed Vice President for the Americas. “The company name change will not have any impact on our global product brands cobracut®, megacut®, broncocut®, microcut®, bercocut® and topas® plus,” added Benson. Benson went on to state, “Customers who identify with our company through our product brand names can continue to do so and should also be comforted knowing that these brands will continue to appear on all reel and packaging labels. As in the past our customer service, sales and marketing support is one of our strengths and will be consistently in our focus.”

About Berkenhoff

With its umbrella brand bedra, Berkenhoff has become synonymous with innovative high-tech precision wire for spark erosion, welding and brazing, electronic components and specialty applications.

bedra wires are produced exclusively in Germany and sold via agencies and distribution companies in more than 80 countries worldwide. Every year, over 18 million miles of precision wire, in over 100 various alloys, leave the facilities. The power to innovate and reliability distinguish our products and have made bedra a recognized brand for quality and market leadership. bedra wires, made of copper, brass, bronze and nickel silver, coated or uncoated, perfectly match the high demands of the customer base.

As the only manufacturer of precision wires, bedra offers the complete production service from a single source: Casting, rolling, drawing, annealing and electroplating.

This provides customers with one hundred percent traceability and a consistently high level of quality and process stability.

Together with partners from industry and research, bedra initiates and develops new products and procedures. Therefore, the customers will profit today and in the future, from a continued leading edge of the brand bedra in quality, innovation and performance.

Further information:

Berkenhoff GmbH

Juergen Ehrentraut, Manager Marketing

An der Landstraße, 35745 Herborn

Tel.: +49(0)2772/5002-203

j.ehrentraut@bedra.com

bedra, Inc.

Bruce Benson, Vice President Americas

100 Laser Court, Hauppauge, NY 11788 New York

Tel. +1(0)631 2735519

b.benson@bedra.com