



Press Release

Power Distribution, Inc. Names Keith Schmid as CEO

RICHMOND, Va., November 15, 2007 -- Power Distribution, Inc. (PDI), the largest independent designer, manufacturer and servicer of a full spectrum of mission-critical power distribution, power monitoring and static switching equipment, is pleased to announce Keith Schmid as Chief Executive Officer. Schmid replaces Rich Combs who will serve as PDI Executive Chairman.

Schmid comes to PDI from Exide Technologies where he was General Manager of Exide Industrial Energy - Americas. At Exide, Schmid successfully built and managed the company's most profitable P&L, representing a best-in-class business in the industry. As part of his role, Schmid was deeply involved in acquisition integration activities as well as the development and rollout of a global brand strategy focused on power solutions. Prior to Exide Technologies, Schmid was at GNB Technologies, Philips Consumer Communications, AT&T/Lucent Power Systems and AT&T Bell Laboratories.

"I first met Keith when we served as Directors together at Valere Power," commented Bertram Capital Managing Director Jeff Drazan, PDI's majority shareholder. "He has a wealth of insight, relationships and appreciation for the needs of the customers in the industrial power business."

"Keith possesses a strong combination of skills in P&L management, general management, marketing and engineering," said Rich Combs, PDI Executive Chairman. "Combined with extensive experience as both customer and supplier of power-based solutions, particularly in data center and telecommunications applications, Keith will bring substantial leadership and experience to PDI, partners, and customers."

"I am pleased to have the opportunity to join the PDI team and expand its presence in the power solutions industry," said Keith Schmid. "PDI's strong management team, culture, and identity pooled with its deep operational and customer focus is a recipe for growth. I look forward to working with the PDI team to take this power platform to the next level."

Schmid will assume CEO responsibilities effective November 15.

About Power Distribution, Inc.

Headquartered in Richmond, Virginia and founded in 1978, PDI is a leading provider of power distribution equipment and services. Principle products include Static Switches, Power Distribution Units, Remote Power Panels, Redundant Power Systems, Harmonic Cancellation technology and Branch Circuit Monitoring Systems. www.pdicorp.com

About Bertram Capital

Located in Palo Alto, California, Bertram Capital Management is a private equity investment firm with \$350 million in capital under management. Bertram Capital is committed to providing meaningful operational and strategic resources to facilitate rapid growth in revenue and profitability. Bertram Capital's mission is to build value for equity holders, employees, customers, and partners by helping already profitable companies realize their full potential. www.bertramcapital.com

Media Contacts

David Mulholland
Power Distribution, Inc.
(800) 225-4838
dmulholland@pdicorp.com

Joseph Tou
Bertram Capital
(650) 543-9300
jtou@bertramcapital.com