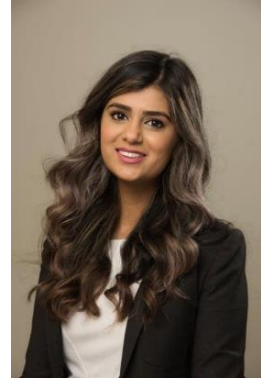


**Organizational Announcement: Southwire Canada announces Maria Sial to the position of Manager, Communications & Digital Strategy**



Southwire is pleased to announce the appointment of Maria Sial to the position of Manager, Communications & Digital Strategy. This role is responsible to lead Southwire Canada's communications and digital strategy initiatives and support its business development and marketing initiatives.

Most recently, Maria held the Senior Business Analyst role within our Finance team. Prior to joining Southwire, Maria was at Eaton, where she held roles of increasing responsibility in Supply Chain, Operations and Pricing.

Maria holds a Bachelor of Commerce (Hons) degree from McMaster University and is currently pursuing her Master of Business Administration (MBA) through the DeGroote School of Business at McMaster University.

We are extremely pleased to have Maria assume this position and help drive Southwire's growth plans through branding, promotional activities and optimization of digital/marketing tools. Please join me in congratulating her.

Tim King  
Director  
Southwire Canada

