



## SCHWEITZER ENGINEERING LABORATORIES, INC.

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### FOR IMMEDIATE RELEASE

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### **SEL Increases Disaster Discount to 30% for Customers Affected by Hurricane Sandy; Makes \$100,000 Donation to American Red Cross**

PULLMAN, WA — October 31, 2012 — Schweitzer Engineering Laboratories, Inc. (SEL) today announced they will reduce prices by 30 percent and expedite delivery of all SEL products going to customers affected by Hurricane Sandy. The company is also offering technical support to customers to speed up power restoration and is making an immediate donation of \$100,000 to the American Red Cross to help in the relief effort.

“After seeing the news and the huge impact caused by Hurricane Sandy,” said SEL Chief Operations and Finance Officer Nancy Hindman, “we knew we needed to act quickly. We have increased our usual 10 percent disaster discount to 30 percent to help those affected.”

Millions are without power on the East Coast due to the hurricane which brought tree limbs down on power lines and flooded underground vaults with sea water. Utilities are working to respond and will need to replace products damaged by the storm and its floods. SEL has already been providing technical support to its customers through its regional support centers in the northeastern United States.

“We are answering technical questions about the use of our products,” said Business Director Erik Newman of SEL Sales and Customer Service. “We have been giving protection advice and suggestions on how best to replace equipment as utilities get their lines back in service.”

SEL is a 100 percent employee-owned company, with 51 domestic and 43 international offices as well as three manufacturing facilities in the United States and one in Mexico. There are currently more than 3,400 SEL employees worldwide.

SEL serves the power industry worldwide through the design, manufacture, supply, and support of products and services for power system protection, monitoring, control, automation, and metering. SEL offers unmatched local technical support, a worldwide, ten-year product warranty, and a commitment to making electric power safer, more reliable, and more economical.

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