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For immediate release

ELECTRICAL BUILDERS, INC. UNVEILS CAPTAIN DURAMITE™

The First Power Industry Superhero Dedicated To Helping Power Utility Managers
Save Time and Money While Increasing Efficiency

CLEAR LAKE, Minn., September 25, 2007 – Electrical Builders, Inc. (EBI) today introduced Captain Duramite™ who will represent their Duramite™ high voltage porcelain repair solution. Captain Duramite™ will help the power utility industry substantially decrease their downtime when dealing with broken porcelain components as they will no longer have to replace their damaged high voltage bushings. Instead, through the use of Duramite™, repairs will happen within hours, not weeks, which saves time and money. Captain Duramite™ makes her first appearance today on the newly launched Web site: www.duramite.com and will be making her first in-person appearance at the PowerGen 2007 show in New Orleans December 11-13 (booth 4154).

EBI created Captain Duramite™ to tell the story of a strong, powerful character that helps protect power plants and substations by promoting proactive inspections, repairs and ongoing maintenance. The concept will entail a series of adventures based on real-life situations, illustrating fast and reliable services to support the power utility industry. Captain Duramite™ also symbolizes the importance of being environmentally friendly in today's power utility industry by promoting recycling and reusing existing components whenever possible.

“Though EBI has been providing high quality workmanship to the power utility industry since 1974, few realize that EBI is a woman-owned business and a member of the prestigious WBE (Women Business Enterprise) National Association, so, it made sense to create an influential female character to introduce technically advanced products and services to promote proactive maintenance in a safe and effective manner” said Constance Netter, President of EBI. “Captain Duramite™ is a superhero who possesses unprecedented abilities dedicated to safeguarding the heart of our power supply system. She embodies speed and strength when called upon to aid Plant Managers with their repair and maintenance needs.”

Repairs with Duramite™ are electrically and mechanically as strong as porcelain. Restoration is immediate and requires less labor. Specifically, Duramite™ repair times require less than 24 hours on average and utilize 1-3 laborers. In contrast, the lead time to replace a bushing averages 5 to 12 weeks. The change-out process averages 240-290 hours and requires many more laborers than compared to the Duramite™ on-apparatus repair solution.

One of Captain Duramite's™ secret powers is EBI's proprietary non-epoxy based formula, which has the ability to repair the breaks and extend the life cycle of bushings. By possessing this superior technological advancement coupled with the ability to be non-invasive and environmentally friendly, Captain Duramite™ makes for a superhero of substance and sensibility. Stay tuned to the website www.duramite.com to watch the saga unfold.

About Electrical Builders

Electrical Builders Inc. (EBI) is the premier national installation contractor of high power conductor systems. EBI is women-owned and an active member of IBEW. EBI has been providing quality workmanship since 1974. Electrical Builders has been involved with some of the most prestigious utility and substation projects throughout the United States. Learn more at www.electricalbuilders.com

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