



PRESS RELEASE

FOR IMMEDIATE RELEASE

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“North American Electric, Inc. enters into strategic alliance with Lubbock Electric Co.”

Hernando, Mississippi – October 23, 2009 - North American Electric, Inc. is proud to announce that it has entered into a strategic alliance with Lubbock Electric Company to market its Vertical Hollow Shaft Irrigation Motors as the first step in a larger relationship. Lubbock Electric Company has been appointed as the Master Distributor, Distribution Center and Sales Agent for North American Electric products. Per the agreement, Lubbock Electric will maintain a dedicated warehouse of North American motors in Lubbock, Texas. According to David Hackman, Vice President of North American Electric, Inc. “Aligning ourselves with the right partner is absolutely critical in order for us to enter the Lubbock market. Lubbock Electric Company has the product expertise and offers the after sales service and logistical support that we need.”

By entering into this agreement both companies will combine their strengths to offer customers in the Texas, New Mexico, and Oklahoma area a large local inventory of high quality electric motors through 500HP at extremely competitive prices. Currently, inventory is in place from 50HP through 250HP in Lubbock.