



Houston Wire & Cable (HWC) Appoints SMR Gulf Coast Inc. as a Sales Representative in Texas

HOUSTON, TX -- (Marketwired) -- 06/27/16 -- **Houston Wire & Cable** (NASDAQ: HWCC): Houston Wire & Cable has appointed SMR Gulf Coast, Inc. as a sales representative covering most of Texas.

With the exception of El Paso County, SMR Gulf Coast Inc. (www.smr-gulfcoast.com) will deliver the power of their specifications-driven and dynamically trained product team to augment HWC's Texas presence. An ideal choice for HWC (www.houwire.com), SMR Gulf Coast brings the following to the table:

- | Established electrical distribution channel partnerships which are a fit for HWC's product offering,
- | A commitment to thorough product education in a consultative selling process,
- | Extensive relationships with key engineering, construction, and procurement decision-makers.

About Houston Wire & Cable

Founded in 1975, HWC is a national leader in the distribution of electrical wire, cable and related services -- including cable management systems, mechanical wire & lift / rigging hardware. HWC is a master distributor with a superior logistic footprint, providing customers with the right product, at the right place, at the right time.

Comprehensive value-added services include same-day shipping, knowledgeable sales staff, inventory management programs, just-in-time delivery, logistics support, customized online ordering capabilities and 24/7/365 service through web portals, live chat, email, social media and an online quote system.

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