



GREENLEE®

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Product Announcement

July 2010

Attention: Greenlee Sales Team

Subject: Tone and Probe Tracing Kit Upgrades

From: Paul Hoffman

Product Information:

Greenlee is pleased to announce that it has refreshed its industry-standard line of Tone and Probe tracing kits. We have released three new versions of our flagship VDV Tone and Probe products: the 701K-G, the 701K-G/6A, and the 601K-G. The product enhancements are immense, beginning with overall improved internal circuitry in both the tone probe and the tone generator.

Added product feature enhancements for the 701K-G and 701K-G/6A kits include an LED headlight for working in dark spaces, a headset jack, audible short circuit beeper and external warble-select on the tone generator. The 701K-G/6A incorporates upgraded Telco-grade angled-bed-of-nails (ABN) clips to the tone generator for those larger jobs. The 601K-G is a scaled down version of our standard offering for those cost-conscious purchasers.



Selling Proposition against the Competition:

Customers will quickly notice the brand name change from "Progressive by Tempo" to "Greenlee Communications". The new "Greenlee Communications" brand name will bring together products currently sold under four different brands into one to help provide a cohesive, succinct identity to a product offering focused on datacom, telecom and communications wiring tools and test instruments. These new tone and probe tracing kits are the first introductions to bear this new brand name. Look for additional products in this category to be converted over the next several months so as to establish a cohesive brand presence.

The recognizable form factor of the 200EP Tone Probe in the 701K assembly has not changed. The functionality of the product has improved, features have been added, yet our pricing to our customers has remained constant. Another notable aspect of these products is that they are designed by Greenlee engineers and are built and tested in our Mesa, Arizona facility. And, as part of the new Greenlee Communications product line, this series of tone and probe kits are backed by a one year limited warranty.

The competitive landscape for our classic tone and probe kits primarily encompass offerings from Fluke Networks and Ideal Industries. Please review the product matrix on the next page documenting the catalog number cross reference and significant product feature variations between the different manufacturers.

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Competitive Comparison:

DESCRIPTION	Greenlee 701K-G	Greenlee 701K-G/6A	Greenlee 601K-G	Fluke® Pro3000	Ideal® 62-160 & 164	Ideal® 62-140
<i>Tone Probe</i>						
200EP-G Tone Probe	●	●				
200B-G Tone Probe			●			
Adjustable Volume Control	●	●	●	●	●	●
LED Signal Indicator	●	●				
Test Telephone Port	●	●				
Headset Jack (Audio Shock Protected)	●	●				
Headset Jack (No Audio Shock Protected)				●		
LED Flashlight	●	●				
<i>Tone Generator</i>						
77HP-G Tone Generator	●					
77HP-G/6A Tone Generator		●				
77M-G Tone Generator			●			
Short Circuit Beeper	●	●				
Short Circuit LED	●	●	●	●	●	
Single Line Modular LED			●	●	●	
Dual Line Modular LED	●	●				
Continuity & Polarity LED	●	●	●	●	●	
Tone On Indicator				●	●	●
Low Battery Indicator	●	●	●			
Auto Shut-Off				●	●	
External Warble Select	●	●	●	●	●	●
Number of Tones	2	2	2	5	3	2
RJ11 & RJ45 Socket	●	●			RJ11 Only	RJ11 Only
Clips - Bed of Nails		●		●		
Alligator Clips	●		●		●	●

Fluke® and Ideal® are registered trademarks of their respective companies. All data shown is based on the most recent competitive information available at the time of publication.



Product Positioning Statement:

The new series of Greenlee Communications Tone and Probe products (701K-G, 701K-G/6A, and 601K-G) were developed to improve upon our current offering in terms of both product functionality and features, offering our customers an improved value proposition.

The current “Progressive by Tempo” 601K and 701K product offerings will be discontinued effective immediately. Because the new product offerings will be offered at the same price as the previous models, and the functionality of the products is essentially the same, Greenlee will not be accepting back current product inventories in exchange for the new product.

Packaging:

The three new versions of our classic tone and probe products are packaged in an updated sealed clamshell with an insert card featuring the new Greenlee Communications brand. The insert cards in the package are trilingual and include a product feature matrix on the back of the card to help answer customer questions as well as promote up-selling of the higher-end models. The product in its package is suitable for display, preferably on a pegboard or similar hook-type display. All applicable accessories and instructional materials are included.



Each of these units can be also purchased in a plain white cardboard box (easier for stacking on Distributor shelves) for the same price. Part numbers are listed below.

Pricing:

Catalog #	UPC #	Description	Sugg. User Price/Pkg	Dist. Net/Pkg	Dist. Net CAD in US Dollars	Pkg Qty	Min Order Qty
601K-G	49989	Basic Tone and Probe Kit	\$89.00 USD \$114.94 CAD	\$62.30 USD \$80.46 CAD	\$65.41 USD	1	1
701K-G	49990	Professional Tone and Probe Tracing Kit	\$110.96 USD \$143.30 CAD	\$77.67 USD \$100.31 CAD	\$81.56 USD	1	1
701K-G/6A	35775	Professional Tone and Probe Tracing Kit w/ABN test clips	\$110.96 USD \$143.30 CAD	\$77.67 USD \$100.31 CAD	\$81.56 USD	1	1
601K-G-BOX	49988	Basic Tone and Probe Kit in Box	\$89.00 USD \$114.94 CAD	\$62.30 USD \$80.46 CAD	\$65.41 USD	1	1
701K-G-BOX	50002	Professional Tone and Probe Tracing Kit in Box	\$110.96 USD \$143.30 CAD	\$77.67 USD \$100.31 CAD	\$81.56 USD	1	1
701K-G/6A-BOX	35797	Professional Tone and Probe Tracing Kit w/ABN test clips in Box	\$110.96 USD \$143.30 CAD	\$77.67 USD \$100.31 CAD	\$81.56 USD	1	1

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Marketing Support:

Please find datasheet MA-5534 enclosed introducing the new Greenlee Communications series of Tone and Probe tracing kits. Additional copies may be ordered through PFC.

Samples:

Samples of the 701K-G, 701K-G/6A and 601K-G are being sent to the CD Sales Team. The 701K-G/6A is being sent to the Telco Sales Team. For all others, demo units will not be provided and should be ordered through the normal demo tool order process.

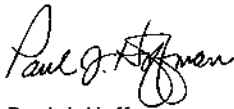
Availability:

Each of the newly branded Greenlee Communications Tone and Probe Tracing kits are in-stock now and available for purchase.

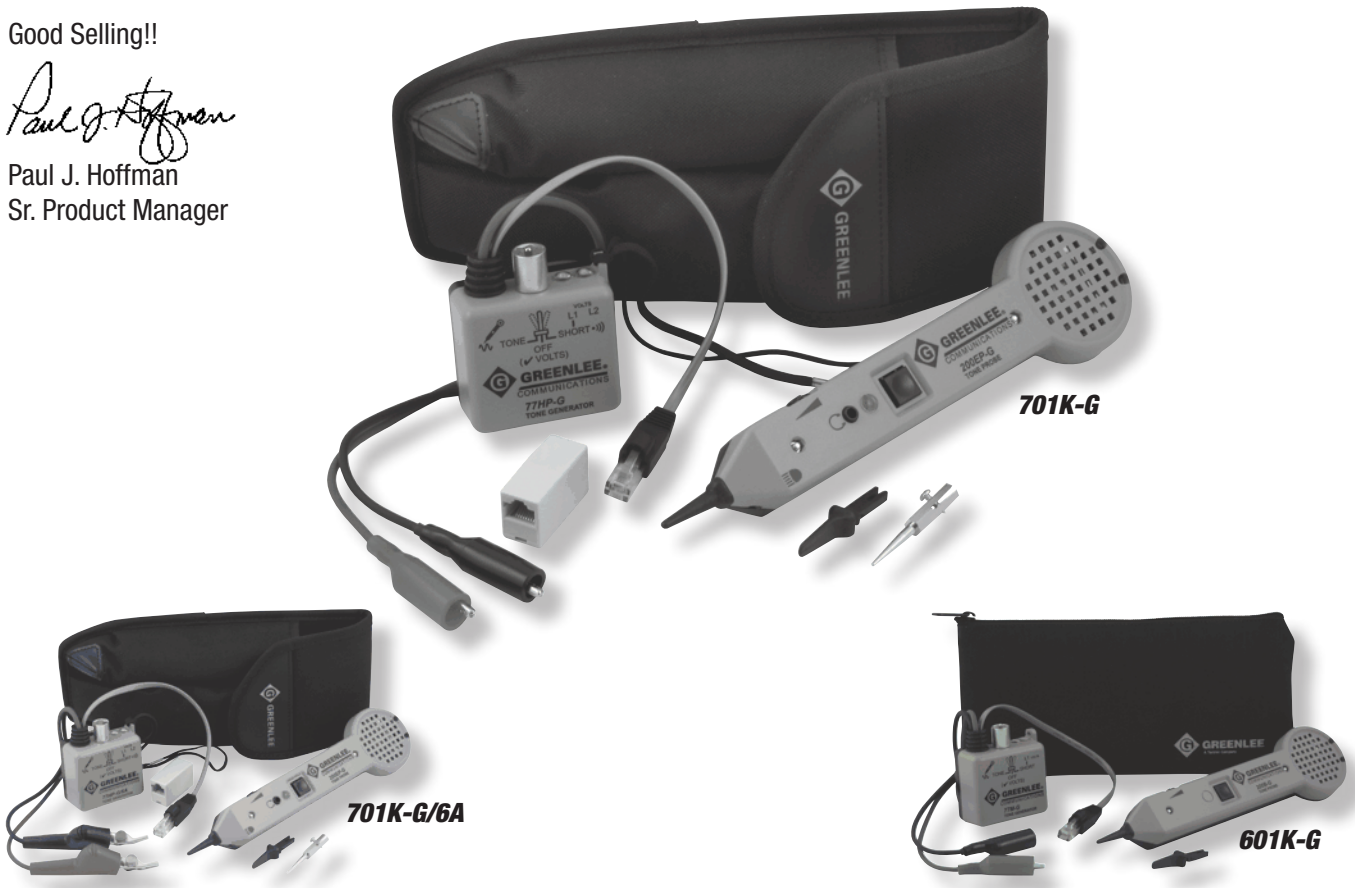
Distributor Announcement:

A distributor mailing will occur concurrently with this announcement.

Good Selling!!



Paul J. Hoffman
Sr. Product Manager



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