



PRESS RELEASE

For Release: October 16, 2007

Wire Rope Corporation of America, Inc. Changes Name to WireCo WorldGroup

Wire Rope Corporation of America, Inc. (WRCA) announced today that the company will change its name to WireCo WorldGroup effective on October 29, 2007.

CEO Ira Glazer stated, "As our manufacturing flexibility, geographic scope and market reach have expanded over the past few years, we determined that our corporate name needed to better reflect the essence of our business. WireCo WorldGroup represents our heritage while highlighting our corporate strength – global availability."

Over the past four years, the company has evolved from a U.S. based company into the largest global manufacturer of wire rope, the world leader in electromechanical cable and a major player in highly engineered cable structures. We have expanded our manufacturing and distribution facilities from the U.S. into Mexico, Canada, China and Germany.

Glazer continued, "Now that our company's products and services are available on a global basis, we felt it appropriate to re-examine the way we present our corporate philosophy and capabilities as well as our diverse line of specialized products and services."

Earlier this year, the company employed CoreBrand, a highly regarded brand consultant, to lead the project. They completed in depth market research around the world to identify the key drivers for the business and then provided a brand strategy and architecture that would serve the company well. The results of this work included a redesign of our corporate name from WRCA to WireCo WorldGroup as well as a realignment of our product brand families to better reflect the specific applications they serve worldwide.

About WireCo WorldGroup

WireCo WorldGroup's products are recognized throughout the world and used in a wide range of market applications including oil and gas exploration; surface and deep mining; construction; and specialty lifting and suspension applications. The company employs approximately 1,800 people worldwide. WireCo WorldGroup headquarters is moving to Kansas City, Missouri on October 29, 2007. The company operates manufacturing plants, distribution facilities and research and development centers in the U.S., Canada, Germany and Mexico with a new plant nearing completion in China. WireCo WorldGroup is the only major wire rope manufacturer in the world to be API certified, QPL Qualified, and ISO-9001:2000 registered.

About Fox Paine Management III, LLC

Fox Paine III provides equity capital for management buyouts, going private transactions, and company expansion and growth programs. Fox Paine III engages exclusively in friendly transactions developed in cooperation with a company's management, board of directors, and shareholders. In February, 2007 Fox Paine III acquired WireCo WorldGroup. For further information see www.foxpaine.com.

Contacts

For WireCo WorldGroup:

David Hornaday
Senior Vice President – Corporate Administration
816-236-5011