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**NEMA LAUNCHES “REAL SAFETY” CAMPAIGN TO BOOST AWARENESS
OF CHILD ELECTRICAL SAFETY**

ROSSLYN, Va. (Oct. 30, 2007) — According to U.S. Consumer Product Safety Commission data, approximately 2,400 children suffer electrical injuries each year from incidents involving electrical outlets or receptacles. This has prompted a new Code requirement, effective under the 2008 *National Electrical Code*[®] (NEC), and the National Electrical Manufacturers Association (NEMA) has developed an educational campaign to generate awareness.

Article 406.11 of the 2008 NEC states that all 125-volt, 15- and 20-ampere electrical receptacles in new residential constructions must be tamper-resistant receptacles. Tamper-resistant receptacles have built-in shutter systems that prevent foreign objects from touching electrically live components when they’re inserted into the slots. The shutters protect against electrical burns without impairing normal plug insertion, removal or function.

NEMA’s campaign, called “Real Safety,” identifies the dangers that electrical receptacles pose to children, educating users about tamper-resistant receptacle function and advocating for Code adoption. Real Safety targets electrical professionals, inspectors, distributors, builders and new homeowners.

“With these alarming statistics, one might think that Code acceptance shouldn’t be up for debate, but some have opposed the changes,” said Andrei Moldoveanu, technical director, NEMA. “The tamper-resistant Code requirement is about safety, period. We have the opportunity to protect thousands of children from electrical burns

and spare them visits to emergency rooms. Child safety is a primary concern for NEMA, as it should be for the rest of the industry.”

NEMA estimates that tamper-resistant receptacles will add less than \$50 to the cost of a new home’s electrical system.

The Real Safety campaign will include videos, posters, bulletins and a public relations program. For more information, visit the campaign Web site at www.childoutletsafety.org.

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About NEMA

NEMA is the trade association of choice for the electrical manufacturing industry. Founded in 1926 and headquartered near Washington, D.C., its approximately 450 member companies manufacture products used in the generation, transmission and distribution, control, and end-use of electricity. These products are used in utility, medical imaging, industrial, commercial, institutional, and residential applications. Domestic production of electrical products sold worldwide exceeds \$120 billion. In addition to its headquarters in Rosslyn, Virginia, NEMA also has offices in Beijing, São Paulo, and Mexico City.