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FOR IMMEDIATE RELEASE

LS Cable & System USA Busway Taps Mountain States Agency to Lead Westward Expansion

June 20, 2025 – Peachtree Corners, GA – LS Cable & System USA is deepening its strategic partnership with Mountain States Agency (MSA), naming the firm its authorized representative for LS Busway in a region experiencing rapid growth in data center and industrial construction. The agreement builds on a proven relationship between the two companies, which have already seen success delivering LS low voltage and medium voltage cable products across the West.

Under the new agreement, Mountain States Agency will represent LS Busway across all of Colorado and New Mexico, and western portions of Texas and Wyoming.

This expanded partnership arrives as data center development surges across Colorado and New Mexico, driven by cloud infrastructure investment, low energy costs, and growing demand for digital services. LS Busway's newly UL 857 and UL 891 certified Data-way Busway (a compact, modular power distribution solution designed for high-density environments) will be a key focus for the MSA team.

"Mountain States has proven they don't just sell; they consult, collaborate, and deliver," said Harry Han, Head of Busway at LS Cable & System USA. "They've earned a reputation for being deeply embedded in the design community, with the technical chops and market instincts to drive long-term growth. With the addition of Busway, and the Data-way product in particular, we see an opportunity in a region that's demanding smarter power distribution."

The MSA team has grown significantly in the past year, expanding both its engineering staff and its marketing efforts under the leadership of co-owners Samantha Barnes and James Ross, who have brought a modern, content-driven approach to outreach. The agency will work closely with LS Busway



Regional Sales Manager Shane Williams, who brings deep project knowledge and support to the territory.

"This is a great match of timing, product, and team," said Ross. "We've built trust in this market by showing up with real solutions, and not just products. As LS Busway gains visibility, we're ready to take it directly to the engineers and owners who need it most. With Shane's support we'll build real momentum."

LS Busway is designed for mission-critical applications including data centers, industrial campuses, hospitals, high-rise construction, and other high-demand applications. Features like tool-free tap-off installation, scalable capacity, and minimal footprint ensures the system can meet modern infrastructure needs without compromising flexibility or reliability.

About Mountain States Agency

Founded on technical excellence and customer-first values, Mountain States Agency represents top-tier electrical manufacturers across the Mountain West. With a growing team of engineers, seasoned sales professionals, and forward-thinking marketers, MSA delivers strategic project support from concept to commissioning.

About LS Cable & System USA

LS Cable & System USA is a leading provider of cable and power distribution solutions for commercial, industrial, and utility applications. With more than 60 state-of-the-art manufacturing facilities across the globe, LS Cable & System delivers superior products designed to meet the highest standards of quality, performance and innovation.



LS Cable & System USA

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