

3M Observes 50th Anniversary of Scotchlok Connectors

AUSTIN, Texas -- September 11, 2007 -- This year 3M and the telecom industry are celebrating the 50th anniversary of 3M's invention of the Scotchlok™ connector, a small but powerful tool that has changed very little in that 50 years but helped make a world of difference in the industry. Communications craftspeople and electricians use Scotchlok™ connectors as they install broadband, voice, data and video wiring in homes and businesses. A commemorative promotional sweepstakes with instant prizes and a Harley-Davidson Sportster grand prize are part of the anniversary celebration this fall.

From September through December – or as long as supplies last, game pieces will be inside 50-count packages of Scotchlok™ connectors available at participating communications and electrical distributorships. Using the code on each game piece, craftspeople and electricians can go online to see if they are instant winners of leather motorcycle jackets, 1957 Chevrolet die cast car replicas, 1950s classic pay phones replicas, or T-shirts. Every time a code from a game piece is entered, the player is automatically entered in the sweepstakes for the 50th Anniversary Harley Sportster. The winner will be announced in December.

The 3M™ Scotchlok™ Connector, which is an insulation-displacement connector (IDC) or “U” connector, came on the scene when most households had just one phone, which was rented from the phone company for a monthly fee. Touch-tone dialing was yet to come, and long-distance conversations were costly (and usually brief). The world of communication is vastly different today, with cell phones, satellite communications, e-mail and global positioning satellites – but the demand for wire splicing endures.

In the late 1950s, phone companies were adopting a new plastic-insulated copper wire that was more reliable but more difficult to splice. That resulted in demand for an efficient splicing method, and 3M inventors came up with the IDC, reducing splicing to a single step. More than a million Scotchlok™ connectors sold that first year. Today, billions of Scotchlok™ connectors are connecting the world's telecom infrastructure, and more are installed around the globe each day. 3M™ Scotchlok™ connectors include butt, tap and inline connectors and are available dry or gel-filled. Flame-retardant versions are also available.

For more information about 3M™ Scotchlok™ Connectors, contact the 3M Communication Markets Division, A130-2N-14, 6801 River Place Blvd., Austin, Texas 78726-9000, USA, or call 800-426-8688. For more information about 3M communication products, go to www.3M.com/telecom.

3M Communications

3M provides practical, scalable solutions to communications service providers around the world. From military and government applications to aerial, underground and buried plant, to central office, utilities and more, it's the widest and most comprehensive suite of products, and it's all from 3M--a major force in the telecommunications industry for more than 100 years. Our proven systems optimize network testing, construction, locating and maintenance for faster, more reliable high-bandwidth transmissions. 3M provides physical media-layer capabilities for FTTP and DSL deployments from central office to customer premises. Worldwide customers rely on 3M fiber optics technologies to leverage existing infrastructure or install completely new networks.

About 3M — A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers around the world, the people of 3M use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

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