

MSC Launches 'Built to Make You Better' Video Campaign

Series features success stories and testimonials from a variety of MSC customers

MELVILLE, N.Y. and DAVIDSON, N.C., Sept. 12, 2016 /PRNewswire/ -- **MSC INDUSTRIAL SUPPLY CO. (NYSE: MSM)**, a leading distributor of Metalworking and Maintenance, Repair and Operations (MRO) products and services to industrial customers throughout North America, today launched its "Built to Make You Better" video campaign. The series features success stories and testimonials from a variety of MSC customers ranging from small shops to large companies.

Experience the interactive Multimedia News Release here: <https://www.multivu.com/players/English/7902451-msc-built-to-make-you-better-video>

The campaign also captures MSC's evolution in bringing greater value to customers by solving their most complex MRO and operational challenges, as does the company's new tagline: Built to Make You Better.

"With a 75-year history of driving innovation in MRO and metalworking product distribution, we continue to expand our role with customers and suppliers. Our team of associates have the talent, expertise and insight to not only keep our customers' manufacturing operations up and running, but to improve their efficiency and performance so they can win. As we do that, we all contribute to a successful industrial economy," said MSC Chief Executive Officer Erik Gershwind.

The video campaign brings MSC's purpose to life through the stories of small businesses that increasingly rely on MSC to provide smart business solutions to help them compete, mid-sized businesses that look to MSC to improve their productivity through innovative solutions, and large companies that partner with MSC to reduce total cost of ownership.

The videos will be featured on MSC's website at mscdirect.com/better.

About MSC Industrial Supply Co.

MSC Industrial Supply Co. ([MSM](#)) is a leading North American distributor of metalworking and maintenance, repair, and operations (MRO) products and services. We help our customers drive greater productivity, profitability and growth with more than 1 million products, inventory management and other supply chain solutions, and deep expertise from 75 years of working with customers across industries.

Our experienced team of over 6,500 associates is dedicated to working side by side with our customers to help drive results for their businesses - from keeping operations running efficiently today to continuously rethinking, retooling, and optimizing for a more productive tomorrow.

For more information on MSC, please visit www.mscdirect.com.

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<https://investor.mscdirect.com/2016-09-12-MSC-Launches-Built-to-Make-You-Better-Video-Campaign>