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## SQUARE D® DISCOVERS COUNTERFEIT CIRCUIT BREAKERS IN THE INVENTORY OF BREAKERS UNLIMITED

**PALATINE, Ill.** – October 30, 2007 – Square D®, best known in the United States as the flagship brand for the Schneider Electric North American Operating Division, announced today that it has uncovered tens of thousands of counterfeit Square D circuit breakers in the inventory of Breakers Unlimited of Noblesville, Ind. The counterfeit circuit breakers, all bearing trademarks registered to Square D, were discovered by Square D during the prosecution of its lawsuit against Breakers Unlimited in the U.S. District Court in Indianapolis. The lawsuit asserts that Breakers Unlimited, a nationwide wholesale distributor of electrical equipment, has knowingly sold counterfeit Square D circuit breakers and has infringed Square D’s trademarks in violation of federal law.

Sources independent of Breakers Unlimited have confirmed the majority of the counterfeit circuit breakers discovered in Breakers Unlimited’s Noblesville warehouse were sold to Breakers Unlimited by Pioneer Breaker & Control Supply of Austin, Texas. Of the more than 50,000 products acquired by Breakers Unlimited from Pioneer Breaker & Control since May 2005, more than 20,000 have been sold in the field by Breakers Unlimited, who has told Square D it has no way to determine from its records to whom it sold the products.

“Counterfeit products are inferior in quality and pose risks to the public. They can fail to trip in the event of an overload or a short circuit, thereby creating a risk of fire. Anyone choosing to deal in the marketplace where these counterfeit goods are sold is potentially putting people and property in danger,” said Bill Snyder, vice president of channel development at Square D.

To prevent the potential purchase of counterfeit products, purchases should be made from authorized Square D distributors, who have the skill, expertise and know-how to provide customers with authentic Square D products and services that meet their needs and specifications.

Square D is a market-leading global brand of Schneider Electric for National Electrical Manufacturing Association (NEMA) type electrical distribution and industrial control products, systems and services. Square D products are found

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## COUNTERFEIT CIRCUIT BREAKERS DISCOVERED IN BREAKERS UNLIMITED INVENTORY

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in all types of residential, commercial and industrial construction, in a wide range of manufacturing and processing facilities, and in or on the products of other manufacturers.

Any inquiries relating to the lawsuit should be directed to Stephen Litchfield, assistant general counsel, Square D Company, Palatine, Ill. at (847) 925-3516.

### **About Schneider Electric**

Headquartered in Palatine, Ill., the North American Operating Division of Schneider Electric had sales of \$3.7 billion (U.S.) in 2006. The North American Operating Division is one of four operating divisions of Schneider Electric, headquartered in Paris, France, and markets the Square D<sup>®</sup>, Telemecanique<sup>®</sup> and Merlin Gerin<sup>®</sup> brand products to customers in the United States, Canada and Mexico. In the United States, Schneider Electric is best known by its flagship Square D brand, with Telemecanique becoming increasingly known in the industrial control and automation markets and supported by many Square D distributors. For more than 100 years, Square D has been a market-leading brand of electrical distribution and industrial control products, systems and services. Schneider Electric is a global electrical industry leader with 2006 sales of approximately \$17.2 billion (U.S.). Visit Schneider Electric on the Internet at:

- Corporate – <http://www.us.schneider-electric.com>
- Telemecanique Products – <http://www.us.telemecanique.com>
- Square D Products – <http://www.us.squared.com>
- Merlin Gerin Products – <http://www.us.merlengerin.com>

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