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**IOWA STATE UNIVERSITY PRESENTS  
ORDER OF THE KNOLL TO SCHNEIDER ELECTRIC NORTH AMERICAN  
OPERATING DIVISION AND CHAIRMAN CHRIS RICHARDSON**

AMES, Iowa – April 16, 2004 – The Schneider Electric North American Operating Division, best known by its flagship Square D brand of electrical equipment, and retiring Chairman Chris Richardson will receive Iowa State University's Order of the Knoll award. The award, an acknowledgement of significant support for Iowa State, was presented today at the University's Distinguished Awards Celebration.

A commitment by both parties to promote excellence in engineering lies at the heart of the long-established relationship. Richardson, a 1971, graduate of the University, has been very instrumental in creating mutually rewarding opportunities. The company has donated more than \$2 million in gifts-in-kind to Stanley and Helen Howe Hall and Gary and Donna Hoover Hall in the College of Engineering. The company has funded scholarships and recruited many employees from Iowa State and provides numerous cooperative education, internship, summer employment and other



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**CHRIS RICHARDSON AWARDED IOWA STATE UNIVERSITY ORDER OF THE KNOLL**  
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experiential learning opportunities for students. It also is helping establish an international educational/industrial partnership program for students in Grenoble, France, home to one of the main research and development centers for Paris-based Schneider Electric.

“Our great working relationship with Square D has helped us maintain our standing as one of the leading engineering schools in the country,” said James Melsa, Dean of the College of Engineering. “Our College of Engineering also is quite proud of our own alumnus, Chris Richardson. He has distinguished himself throughout his career and led a world-class, engineering-focused organization to leadership positions in every industry it serves.”

Richardson joined Square D in 1971 after graduating that year from Iowa State with a bachelor’s degree in industrial management. After holding various plant and managerial positions, he was promoted to vice president of operations, with responsibility for all operations in the United States. In 1998, Richardson was promoted to president and chief executive officer of Schneider Electric - North American Division, responsible for operations in the U.S., Canada and Mexico. In 2001, he assumed additional global responsibility for the management of all Schneider Electric global strategic accounts. He will retire from this role at the end of May 2004.

“We’ve been very grateful for our relationship with Iowa State and pleased to support the great work that’s being done here to prepare students for exciting and meaningful careers in the field of engineering, which is so vital to our quality of life and competitiveness as a nation,” said Richardson. “Of course, that I’m an alumnus of this great school makes receiving the Order of the Knoll especially gratifying.”

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Schneider Electric North American Operating Division

Headquartered in Palatine, Ill., the North American Operating Division of Schneider Electric had sales of \$2.5 billion (U.S.) in 2003. The North American Operating Division is one of four operating divisions of Schneider Electric, headquartered in Paris, France, and markets the Square D, Telemecanique and Merlin Gerin 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 101 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 2003 sales of approximately \$9.9 billion (U.S.).