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SCHNEIDER ELECTRIC'S SQUARE D® CLIPSAL® DESIGN CENTRE CELEBRATES ONE-YEAR ANNIVERSARY

PALATINE, III. —December 7, 2007— Schneider Electric is celebrating the one-year anniversary of its exclusive Square D® Clipsal® Design Centre in Orlando, Fla. Since opening its doors, the Design Centre has provided hundreds of visitors with a unique hands-on experience with home and lighting control systems. The Centre showcases various home vignettes, while offering contractors design and project assistance in a convenient and high-traffic retail location. In appreciation for a successful year, the Centre held an anniversary party on November 15 for customers and partners.

“When Schneider Electric opened the Design Centre a year ago, our intent was to not only market our own products and services, but also to become a value-added extension of the specifier and installer’s business,” said David Bruce, East Region Sales Manager, Installations Systems and Control, Schneider Electric. “I feel we have achieved exactly what we set out to do.”

To reach out to customers nationwide, Schneider Electric created the Gold Key Program. “The Gold Key program is designed not only for our loyal, local customer base but, in addition, to bring in potential customers to the Orlando Design Centre that operate outside of Florida,” said Bruce. Gold Key customers receive perks, such as access to the Design Centre, as well as promotional items and invitations to special events.

The Square D Clipsal line of home automation offers sleek European aesthetics, design flexibility, energy savings and robust performance. Once installed in a home, the Square D Clipsal system allows the user to simply control the lighting or audio for the entire building from any control point. Pre-programmed mood or scene lighting is available at the touch of a button, and easy-to-read LED switch indicators provide users with illumination and constant status feedback.

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"We've had numerous homeowners come through the Design Centre, and as a result, completely re-evaluate their lighting plan based on what we were able to demonstrate," said Bruce. "In addition, we currently enjoy high conversion rates among potential customers who are in the business, on the border of getting into the business, or purchasing a lighting/home control system."

For more information about the Square D Clipsal lighting control product offering, the Design Centre, Gold Key Program or other Square D products from Schneider Electric, call 1-888-SQUARED or visit www.squaredlightingcontrol.com.

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, 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 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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