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**SCHNEIDER ELECTRIC NORTH AMERICAN OPERATING DIVISION
TO HOST INITI@TIVE 2008 IN LAS VEGAS FROM AUG. 13 TO 15**

Premier Trade Exposition to Focus on Energy Efficiency and Associated Solutions, Applications and Products

PALATINE, III. – May 15, 2008 – The Schneider Electric North American Operating Division announced today plans to host a comprehensive multi-industry trade exposition in the United States. Initi@tive 2008, to be held from Wednesday, Aug. 13, through Friday, Aug. 15, 2008, at the Mandalay Bay Resort and Casino, Las Vegas, will draw attention to new technologies available to help businesses do more with less energy, meet code compliance and legislative requirements, and prepare for future trends. The event also will highlight Schneider Electric solutions, applications and products that will help businesses achieve their energy goals. As a company leading the charge to help corporations and consumers identify and maximize opportunities to more effectively manage energy usage, Schneider Electric is uniquely positioned to address this globally relevant subject.

This marks the second time Initi@tive will take place in the United States; previously, Schneider Electric has hosted successful Initi@tive events in Australia, China, India, Poland, Spain, Turkey and, in 2006, Orlando, Fla. Initi@tive 2008 will bring together business leaders and decision-makers from numerous industries, such as residential, commercial, data centers, water/wastewater, buildings, energy, and infrastructure, and provide key decision-makers with solutions to help manage, monitor, protect, distribute, automate, and control electricity. More than 1,300 anticipated attendees will experience 100 educational seminars, 70,000 square feet featuring solutions displays and approximately 10 customer testimonials.

“Initi@tive 2008 is the ideal platform to showcase our solutions-based business model that allows us to focus on customers’ business needs and then partner with those customers to provide quality, customized solutions that increase safety, security, reliability, productivity, environmental responsibility, aesthetics and comfort,” said Dave Petratis, president and CEO of the Schneider Electric North American Operating Division. “As a forward-thinking global

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leader, Schneider Electric can address energy efficiency from a variety of perspectives, all which will help Initi@tive 2008 attendees improve business performance, reduce environmental impact and differentiate themselves within their market.”

In addition to the educational seminars, Initi@tive 2008 will feature industry-specific exhibits, where customers will get the opportunity to interact with Schneider Electric’s wide range of solutions via displays in the exhibit hall that will focus on automation; control panel builders and system integrators; critical power; data centers and networks; electrical distribution; energy efficiency; healthcare; HVAC; material handling; oil and gas; packaging; pumping; residential; retail; safety; Schneider Electric software; services; specialty machines; and water/wastewater.

Schneider Electric experts will be on hand to answer questions about how these leading technologies can improve customers’ operations. Schneider Electric also will demonstrate how its solutions are applied in real-life applications through a series of industry-expert testimonials. Customers will be able to hear firsthand from industry experts about how Schneider Electric solutions are meeting their toughest application needs.

Initi@tive 2008 is a must-attend event for those tasked with making decisions related to energy use, particularly consulting and specifying engineers, electrical contractors, facility and building managers, system integrators, and maintenance superintendents.

The expo will bring together brands of the Schneider Electric North American Operating Division, including Square D[®], APC[®], Juno[®] and TAC[®], all by Schneider Electric, and 20 collaborative automation partners. In addition, more than 100 interactive seminars will focus on energy efficiency, communications networks, compliance, systems design, installation/implementation, safety, integrated solutions, automation and connectivity, secure power, and end-to-end services.

“Every learning session will be conducted by our leaders who not only understand energy efficiency and the need our clients have to harness the power of more energy for less, but are experts on specific applications that our clients need or are currently implementing to meet energy goals,” Petratis said. “They have experienced the same challenges our customers face, and they bring along a proven record for delivering solutions that work.”

For more information about Initi@tive 2008, visit www.initiative2008.net.

About Schneider Electric

Schneider Electric total sales in North America in 2007 were \$6.6 billion (U.S.). These include the sales of the North American Operating Division of Schneider Electric (NAOD), as well as North American sales of other Schneider Electric companies such as APC, TAC, etc. Headquartered in Palatine, Ill., the North American Operating Division markets many of the brands of Schneider Electric to customers in the United States, Canada and Mexico. In the United States, Schneider Electric is best known by its flagship Square D® brand. Schneider Electric, the global specialist in energy management, offers integrated solutions making energy safer, more reliable, efficient and productive in the energy & infrastructure, industry, data centers & networks, buildings and residential markets. With sales of \$23.7 billion in 2007, the company's 120,000 employees in 102 countries help individuals & organizations make the most of their energy. 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>
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