



Contact:

Jen Dirks

Bader Rutter & Associates

Phone: (262) 938-5565

jdirks@bader-rutter.com

Tim Trush

Schneider Electric, North American Operating Division

Phone: (847) 397-2600

timothy-m.trush@us.schneider-electric.com

www.us.schneider-electric.com

**SCHNEIDER ELECTRIC NORTH AMERICAN OPERATING DIVISION
TO HOST INITI@TIVE 2006 FOR THE FIRST TIME IN THE UNITED STATES
*Premier Trade Exposition to Showcase Power, and Automation and Control Solutions,
Applications, Products and Services***

PALATINE, III. – July 10, 2006 – Schneider Electric North American Operating Division today announced it will host Initi@tive 2006: the Gateway to the New Electric World - a debut trade exposition in the United States. Successful Schneider Electric Initi@tive events have previously been held in Mexico, Australia, Belgium, Thailand, Turkey and other countries around the world. Through product demonstrations, professional development seminars and more than 69,000 square feet of industry-specific trade exhibits, Initi@tive 2006 will showcase for key customers and prospects Schneider Electric's power and automation and control solutions for some of North America's largest end users in a variety of industries. Initi@tive 2006 will be held September 28-30 in Orlando, Florida at the Gaylord Palms Resort and Convention Center.

"Initi@tive 2006 is a landmark event that will demonstrate Schneider Electric's technology and provide companies with the insight and knowledge necessary to operate more efficiently, more productively and more profitably," said Dave Petratis, president and CEO of Schneider Electric's North American Operating Division. "Schneider Electric has successfully hosted Initi@tives all over the world, but this is the first event of its kind in the United States. There couldn't be a more perfect forum to showcase our solutions and expertise."

Initi@tive 2006 will introduce Schneider Electric's North American Operating Division customers to leading-edge technology through a series of information-packed seminars and exhibitions. The event will illustrate the strength and applicability of Schneider Electric's solutions in several specific industries, including water and wastewater treatment, distribution center automation, packaging, control panel building, automation systems, HVAC, residential construction and a host of others.

--more--

Schneider Electric
North American Operating Division
1415 South Roselle Road
Palatine, IL 60067-7399
Tel. (1) 847-397-2600
Fax (1) 847-925-7271
www.us.schneider-electric.com



SCHNEIDER ELECTRIC NORTH AMERICAN OPERATING DIVISION TO HOST INITI@TIVE 2006

Page 2 of 2

In addition, Initi@tive 2006 will highlight solutions for critical power applications and methods for improving energy efficiency. Attendees will have the opportunity to choose from more than 150 different technology and solution seminars designed to keep them updated on the latest industry trends - including system design, communication networks, installation and implementation, energy savings, code compliance, safety and a comprehensive range of application-specific topics.

“Each of the learning sessions will be led by our people who not only understand power, automation and control technology, but also the specific applications in which our customers are using these products,” Petratis said. “They are the experts who have experienced the kind of challenges our customers face each and every day, and they bring along a proven record for delivering solutions that work.”

In addition to the educational seminars, Initi@tive 2006 will feature industry-specific exhibits, where customers will get the chance to witness Schneider Electric’s full line of power, automation and control products in action. Schneider Electric experts will be on hand to answer any questions about how these leading-edge 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 - including their peers, codes and standards organizations, associations and business partners - about how Schneider Electric solutions are meeting their toughest application needs.

“There are few times when a global manufacturer is able to fully demonstrate its commitment to its most valued customers,” Petratis added. “We are excited about hosting Initi@tive 2006 - an experience that will forever change the way our customers think about power, automation and control.”

Headquartered in Palatine, Ill., the North American Operating Division of Schneider Electric had sales of \$2.8 billion (U.S.) in 2005. 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 2005 sales of approximately \$14.5 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>

#