



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 DEBUTS INITI@TIVE 2006 TRADE EXPOSITION
***Successful U.S. Event Showcases Applications & Solutions in Power,
Automation and Control to Customers, Partners, Industry Associations***

PALATINE, III. – October 12, 2006 – Nearly 1,400 Schneider Electric North American Operating Division customers packed the Gaylord Palms Resort and Convention Center in Orlando, Fla., from September 28-30 attending “Initi@tive 2006: the Gateway to the New Electric World.” The successful U.S. debut of Initi@tive 2006 showcased Schneider Electric’s applications and solutions in power, automation and control to its customers, partners and industry associations.

The exclusive Schneider Electric trade exposition was comprised of professional development seminars, product demonstrations and more than 69,000 square feet of industry-specific trade exhibits. Initi@tive 2006 introduced customers and members of the trade and business media to the breadth of solutions that Schneider Electric brings to market through its core brands, affiliate companies and collaborative partners.

“This was the ideal setting to show our customers the comprehensive solution set that Schneider Electric has to offer,” said Dave Petratis, president and CEO, Schneider Electric North American Operating Division. “Initi@tive 2006 provided customers the exclusive opportunity to see our complete line of power as well as automation and control solutions, designed specifically for our core markets and the applications within them. This event was another clear illustration of Schneider Electric’s leadership and focus within the electricity management and automation markets.”

Successful Schneider Electric Initi@tive events were previously held in Mexico, Australia, Belgium, China, Turkey and other countries around the world. “It is a rare occasion that a global manufacturer is able to demonstrate its commitment to its customers to the level we were able to this weekend,” Petratis said. “Coupled with the success of other Initi@tive events, our U.S. event went a long way in helping our customers understand the solutions that are available to improve their operations.”

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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 INITI@TIVE 2006 DEBUT A SUCCESS

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Initi@tive 2006 introduced Schneider Electric North American Operating Division customers and media members to leading-edge technology and complete solutions through a series of information-packed seminars and exhibitions. The exhibit floor and educational sessions were designed to illustrate the strength and applicability of the company'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. It also highlighted solutions for critical power applications and methods for improving energy efficiency.

Attendees had the opportunity to choose from nearly 150 different technology and solution seminars designed to keep them updated on the latest industry trends, including systems design, communication networks, installation and implementation, energy savings, code compliance, safety and a comprehensive range of application-specific topics.

Additionally, Initi@tive 2006 featured industry-specific exhibits, where attendees were able to witness Schneider Electric's full line of power, automation and control products in action. Schneider Electric experts were on hand to answer any questions about how these leading-edge technologies can improve customer operations.

"Our people who led the learning sessions and answered countless questions on the exhibit hall floor are the experts who have experienced the kinds of challenges our customers face each day. They bring along a proven record for delivering solutions that work," said Chris Curtis, president, Schneider Electric USA. "Their role was invaluable in making Initi@tive 2006 a success."

Attendees also were able to learn how Schneider Electric solutions are applied through a series of customer and industry-expert testimonials, where they were able to hear from their peers; codes and standards organizations; associations; and other Schneider Electric partners about how Schneider Electric solutions are meeting their toughest application needs.

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>
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