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**SCHNEIDER ELECTRIC NORTH AMERICAN OPERATING DIVISION
APPOINTS JAMES POTACH VICE PRESIDENT, SALES,
INDUSTRIAL AUTOMATION**

PALATINE, Ill., July 27, 2004 – James Potach has been named vice president, sales, Industrial Automation at the Schneider Electric North American Operating Division, announced Nic Gihl, vice president, Industrial Automation and Control.

Based in Palatine, Ill., the North American Operating Division is one of four geographic divisions of Paris-based Schneider Electric, a leading global provider of electrical distribution, control and automation products, systems and services.

Potach most recently served at Xycom Automation, where he managed its sales and marketing organizations. Reporting to Gihl, Potach will head up the company's Industrial Automation sales organization in the U.S. and will work closely with Schneider Electric's global Industrial Automation group to ensure consistent strategies and execution.

"James brings many years of experience in high level sales positions," said Gihl. "He has a proven record of success in automation systems on a global scale. We're delighted that James is joining the team to help us gain share in the Industrial Automation market."



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Potach's previous experience also includes working in Automation sales for Rockwell International (Allen Bradley) and for two automation system integrators. At Total Control Products, he held several positions, including regional sales manager and senior vice president, Sales. In 1998, GE Fanuc Automation acquired Total Control Products and Potach took responsibility for GE Fanuc's Global Accounts Sales Team. Other assignments included GE Fanuc (GE Industrial Systems) as general manager, Sales Operation, where he was responsible for \$700 million in annual sales.

Potach earned a B.S. degree in Industrial Engineering from Iowa State University.

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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 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 2003 sales of approximately \$9.9 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>