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**OPENING OF SOUTHERN LIVING IDEA HOUSE MARKS MILESTONE  
FOR SCHNEIDER ELECTRIC-ST. JOE RELATIONSHIP**

***Square D products among preferred equipment for huge Florida multi-use development***

**PALATINE, III.** – June 18, 2004 – With the June 5 opening of the Panama City, Fla. *Southern Living* Idea House, Schneider Electric marked nine months as a key participant in a master planned real estate development. The house is part of a vast five-year building project for which Schneider Electric's Square D® brand is the preferred brand for electrical distribution equipment.

The Idea House is open to the public through Sept. 26. It is a popular showcase for innovative building methods and materials. Square D products featured in the Panama City House include the Square D QO® load center, Multi-Link Structure Wiring system, Surgebreaker™ Plus Multi-Path Surge Protector and Arc-D-tect™ Arc Fault Circuit Interrupters.

The larger development project – actually a series of residential, office and retail developments along the Gulf Coast – is the largest land development undertaking ever in northwest Florida, according to The St. Joe Company. The project was initiated by St. Joe, Florida's premier real estate operating company and the state's largest private land owner. Its vision was to accelerate economic growth in the region through a sequential series of developments. More than 20 individual building projects are underway. Arvida, A St. Joe Company, plans, develops, builds and operates master-planned residential, resort communities and golf communities in Florida, Georgia, and North Carolina.

“The St. Joe project is one of several initiatives we've developed that provide the builder market with innovative solutions,” said Rob Laub, director of national accounts, Schneider Electric. “The great benefit of partnering in this building endeavor is that it optimizes the relationship for all members of the program. The opportunity is tremendous, especially because of the project's massive scope and because it includes so many important segments for us – residential, commercial, infrastructure, and light industrial. As for our association with the *Southern Living* brand, it is a great venue for reaching consumers who are typically interested in high quality electrical performance in their homes.”



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Square D is the preferred brand of electrical products in all developments built by St. Joe / Arvida, the primary builder. The overall St. Joe / Arvida Florida Development is projected to include more than 25,000 residential units, commercial and light industrial buildings, and a variety of infrastructure projects such as a hospital, schools and water treatment plants.

*Southern Living* magazine is a partner with St. Joe, providing ongoing promotion and editorial coverage of the projects. Schneider Electric is advertising its Square D brand in *Southern Living*. Square D Racing added a "Southern Living Idea House" decal to its Square D branded NASCAR Craftsman Truck Series race truck for the May 21 race in Charlotte, N.C. Schneider Electric is also currently co-sponsoring the Square D Racing Honorary Pit Crew Member Sweepstakes with *Southern Living*. The sweepstakes winner will be an honorary pit crew member at the Nov. 19 NASCAR Craftsman Truck Series race in Homestead, Fla.

For more information about Square D<sup>®</sup> products from Schneider Electric, call 1-800-392-8781 or visit [www.us.SquareD.com](http://www.us.SquareD.com).

Headquartered in Palatine, Ill., the North American Operating Division of Schneider Electric had sales of \$2.5 billion in 2003. The North American Operating Division is one of four geographic 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. Visit Schneider Electric at [www.us.SquareD.com](http://www.us.SquareD.com), [www.us.telemecanique.com](http://www.us.telemecanique.com) or [www.us.schneider-electric.com](http://www.us.schneider-electric.com).

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*This release is submitted for consideration in both print and Web publications.*

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