

For immediate release

Contact: Shreekant Raivadera
+44 77 86 26 32 21
shreekant.raivadera@emerson.com

Emerson Network Power Launches New Embedded Computing Strategy to Target Industrial and Commercial Markets

*Investment in portfolio diversification underlines financial strength and commitment to
becoming supplier of choice across industries*

NUREMBERG, Germany [March 3, 2009] – Emerson Network Power, a business of Emerson (NYSE:EMR) and the global leader in enabling *Business-Critical Continuity™*, today outlined a new strategy driven by its Embedded Computing business to become the supplier of choice for industrial and commercial original equipment manufacturers (OEMs). By investing in a diversified product portfolio, the company is broadening its product appeal to makers of commercial, industrial automation, government, medical and military/aerospace equipment. While Emerson already has a significant presence in these vertical markets, this strategy demonstrates that Emerson is intent on leveraging its financial strength to consolidate its leadership position in embedded computing solutions for telecommunications and network equipment.

With a history that dates back over 30 years to the earliest days of embedded computing, Emerson provides products based on open standards that are designed for high reliability and power efficiency with industry-leading quality and long lifecycles. These core competencies have been fundamental to the company's long-term success in the telecommunications market and will remain at the heart of Emerson's approach to rapidly expand its presence in commercial and industrial markets. The first two initiatives focus on adapting existing AdvancedTCA® (ATCA®) based products and launching the first in a new line of industrial motherboards.

The first results of these initiatives include:

- A cost-effective server platform based on ATCA technology to provide commercial applications with improved serviceability, power and space efficiency over standard rack-mounted servers

- A new industrial motherboard solution to improve the flexibility of point-of-sale (POS) and kiosk applications

“A series of new initiatives, driven by Emerson’s outstanding planning process and underpinned by manufacturing excellence, will accelerate our penetration into non-telecom markets,” said Stephen Dow, president of the Embedded Computing business of Emerson Network Power. “The opportunity for commercialization of board- and system-level products in the embedded space is growing, despite – and some would argue because of – the macro-economic situation. As manufacturers focus on their own differentiation in the marketplace, external sourcing of more of the underlying platform comes to the forefront – which is already evident in the number of traditional COTS-based industries in addition to telecom (for example, military, aerospace, medical and industrial automation) that have expressed interest in open standards architecture.”

###

About Emerson Network Power

Emerson Network Power, a business of Emerson (NYSE:EMR), is the global leader in enabling *Business-Critical Continuity*[™] from grid to chip for telecommunication networks, data centers, health care and industrial facilities. Emerson Network Power provides innovative solutions and expertise in areas including AC and DC power and precision cooling systems, embedded computing and power, integrated racks and enclosures, power switching and controls, monitoring, and connectivity. All solutions are supported globally by local Emerson Network Power service technicians. For more information on Emerson Network Power’s embedded computing products and services including ATCA[®], MicroTCA[™], CompactPCI[®], VMEbus and OpenSAF for original equipment manufacturers and systems integrators in the telecommunications, industrial automation, aerospace/defense and medical markets, visit www.EmersonNetworkPower.com/EmbeddedComputing. Learn more about Emerson Network Power products and services at www.EmersonNetworkPower.com.

About Emerson

Emerson (NYSE: EMR), based in St. Louis, Missouri (USA), is a global leader in bringing technology and engineering together to create innovative solutions for customers through its network power, process management, industrial automation, climate technologies, and appliance and tools businesses. Sales in fiscal 2008 were \$24.8 billion. For more information, visit www.Emerson.com.

Business-Critical Continuity, Emerson Network Power and the Emerson Network Power logo are trademarks and service marks of Emerson Electric Co. AdvancedTCA, CompactPCI and ATCA are registered trademarks and is a trademark of the PCI Industrial Computer Manufacturers Group. All other product or service names are the property of their respective owners. © 2009 Emerson Electric Co.