



EMERSON NETWORK POWER LAUNCHES NEW WEBSITE

www.powerconversion.com

Optimally structured navigation tools reduce search time to a few seconds

Definitive source for embedded power conversion products

CARLSBAD, Calif. — January 28, 2008 — Emerson Network Power, a business of Emerson (NYSE: EMR) and the global leader in enabling Business-Critical Continuity™, has launched a new website that is dedicated to embedded power conversion products. Known as powerconversion.com, the website brings the company's Astec and Artesyn product brands together for the first time, making it home to one of the largest portfolios of ac-dc power supplies and dc-dc converters in the world.

Designed from the outset to be one of the fastest and most user-friendly websites in the power industry, powerconversion.com is the result of substantial development. Backed by a product database containing comprehensive performance details of more than 3,400 standard power conversion products – each with its own downloadable datasheet – the website is set to become a definitive reference source for system integrators and OEMs seeking the most appropriate power solutions for their applications.

The website's navigation tools make extensive use of hierarchically-structured drop-down menus, enabling users to access a page displaying all relevant products with just one mouse-click – usually in less than three seconds. At this point, they are one mouse-click away from viewing a product-specific WebSheet showing outline electrical specifications, and only two mouse-clicks away from downloading a product datasheet or safety certificate in PDF format, checking the product's stock level at their favorite distributor, or requesting an evaluation sample. A singularly powerful search tool facilitates one-click searches across the entire website, enabling users to find exactly what they want very quickly, either by series or model number, or simply by specifying the product category.

According to Dick DuBois, Sr. Vice President of Worldwide Marketing for Emerson Network Power, "We learned a lot from the customer feedback we received on the Astec and Artesyn websites over the years. Without doubt, the main desire of everyone using the web is for fast and easy access to the information that they require. Anything that slows information retrieval, such as deeply nested pages or over-use of graphics, is a complete turn-off to most people. Further to that, the information needs to be up-to-date and accurate. We believe that we have got it exactly right with powerconversion.com – the website is amazingly fast and responsive, making it a real pleasure to use. We now intend expanding the 'My Power' side of the website, which is designed to encourage people to actively participate in the development of power conversion technology and products for their own markets."

About Emerson Network Power

Emerson Network Power, a business of Emerson (NYSE:EMR), is the global leader in enabling Business-Critical Continuity™. The company is the trusted source for adaptive and ultra-reliable solutions that enable and protect its customers' business-critical technology infrastructures. Backed by the largest global services organization in the industry, Emerson Network Power offers a full range of innovative power, precision cooling and connectivity products and services for computer, communications, healthcare and industrial systems. Key product brands within the Emerson Network Power family include Liebert, ASCO, Astec, Artesyn and Lorain. For more information on power supplies visit www.powerconversion.com. For more information on the full range of technology solutions from Emerson Network Power, visit www.Emerson.com.

About Emerson

Emerson (NYSE: EMR), based in St. Louis, is a global leader in bringing technology and engineering together to provide innovative solutions to customers through its network power, process management, industrial automation, climate technologies, and appliance and tools businesses. Sales in fiscal 2007 were \$22.6 billion. For more information, visit www.Emerson.com.

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