

Press Release

Schneider Electric in Nice: 4,000 European customers to attend show presenting innovations in energy efficiency and automation

Nice, January 30, 2007 – For the 12th edition of the Initi@tive trade fair, which takes place from January 30th to February 2nd 2007, Schneider Electric plays host to 4,000 customers from the Mediterranean basin to the Baltic, from the Atlantic coast to the shores of the Black Sea.

For them, this private event is an opportunity to discover – through conferences, demonstrations or exhibition stands – the solutions, innovations and applications presented in the fields of energy efficiency and automation.

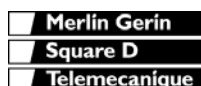
Initi@tive's innovative "à la carte" format will let visitors select their own itineraries depending on their interests. The show will feature 300 Schneider Electric experts, 120 conferences, 16 demonstrations and 80 booths in a 9,500 square-meter venue, with presentations in ten different languages.

The show will address a wide range of issues, from cost management, performance optimization, safety and changes in Ethernet technologies to infrastructure flexibility, preferred implementations and embedded intelligence.

1. At the center of the New Electric World: energy efficiency and automation

Schneider Electric intends to meet its customers' needs, as well as those of the New Electric World, by delivering efficient, environmentally friendly energy and high-performance automation devices that comply with current standards.

- **Energy efficiency:** Designed to provide real-life responses to customer needs, these solutions enable efficient energy use, optimize energy costs—with savings of 10% to 30%—and make energy even more available.
- **Automation:** Schneider Electric's solutions deliver even more flexibility thanks to a new generation of intelligent automation devices. The Company has devised a specific approach to help customers adapt tested and validated preferred implementations to their specific needs and applications. In all, 11 preferred implementations are available.
- **Services:** Visitors will be able to get a hands-on view of Schneider Electric's services through customer testimonials. One such presentation will feature the critical power solution applied to Marseille's Saint Joseph hospital to ensure secure power supply and electrical distribution and eliminate all risk of a power failure. Another will showcase the solutions devised for Telehouse Data Center, which partnered with Schneider Electric on the design, development, commissioning, operation and maintenance phases.
- **Innovations:** Visitors will discover exciting Schneider Electric innovations such as photovoltaic cells that generate electricity while serving as a sun-shade, and solutions using light emitting diodes (LEDs), which last 20 to 30 times longer than traditional light bulbs.
- **Sustainable development:** All of Schneider Electric's solutions take environmental concerns into account from the drawing board. Underscoring the Company's commitment to sustainable



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development, the International Polar Foundation (IPF) will be present at Initi@tive—a show dedicated to proposing innovative responses to environmental challenges. IPF will use this appearance to further its mission of raising awareness and impelling action to mitigate the consequences of climate change.

2. Schneider Electric: a local player in Nice

Schneider Electric employs 1,000 people in the Nice area in its sales agency, development center in Sophia Antipolis and two manufacturing units in Carros.

Thanks to its solid regional presence, the Company offers customers a local relationship, as well as adaptable, effective solutions that deliver safety, performance and comfort every day.

Local customers include:

- The Nice airport, for electrical distribution, secure lighting, etc.
- The Haliotis and Roumeguere water treatment plants in Nice and Grasse.
- The Escota road network, for tunnel lighting management.
- Hotel Hermitage in Monaco, for the renovated electrical distribution management system.
- The Nice Matin newspaper, for low and medium-voltage equipment compliance.

Schneider Electric also works with the Sophia Antipolis technology park and the Centre Administratif Départemental des Alpes-Maritimes (CADAM).

The future is in your hands...let's build it together!

About Schneider Electric

Schneider Electric is the world's power and control specialist. Through its world-class brands, Merlin Gerin, Square D and Telemecanique, Schneider Electric anticipates and satisfies its customers' requirements in the residential, building, industry and energy and infrastructure markets. With 105,000 employees and operations in 190 countries, Schneider Electric generated sales of €13.7 billion in 2006 through 13,000 distributor outlets.

Schneider Electric:
Giving the best of the New Electric World
to everyone, everywhere, at any time



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