

Emerson Industrial Automation Renames Power Transmission Division

“Power Transmission Solutions™” more closely aligns with broader capabilities, customer needs

ST. LOUIS, August 3, 2009 – Emerson Industrial Automation, a business of Emerson (NYSE: EMR), announced a new name for its Emerson Power Transmission division. The business, which designs, manufactures and markets a family of respected power transmission component brands, will now be called Power Transmission Solutions.

Anthony E. Pajk, president of Power Transmission Solutions, noted that the changing dynamics of the power transmission industry and evolving customer needs were the impetuses for the name change. “Our customers across aerospace, aggregates, food and beverage, and the many other industries we serve want and need more than just products from us,” said Pajk. “They value the technology and engineering expertise we bring, as well as our insights into their business needs and our commitment to innovation. Today, we truly are creating and delivering customized power transmission solutions that overcome specific customers’ challenges and help move their businesses forward.”

Power Transmission Solutions has developed a new overview brochure that describes the division’s broader offerings. “Our goal is to be an organization in which it’s easy to do business with us,” Pajk said. “This new brochure takes a solutions approach, repositioning our strong brands into product categories so customers can better understand the breadth of Power Transmission Solutions’ capabilities.” The brochure is available for order in print or is downloadable online, at www.emerson-ept.com.

Power Transmission Solutions’ technologies include conveying components, bearings, gearing, couplings, chain drives, clutches, torque overload devices and belt drives, under the Browning®, Jaure®, Kop-Flex®, McGill®, Morse®, Rollway®, Sealmaster® and System Plast™ product brands.

About Emerson

Emerson (NYSE:EMR), based in St. Louis, Missouri (USA), 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 2008 were \$24.8 billion, and Emerson is ranked 94th on the Fortune 500 list of America's largest companies. For more information, visit **Emerson.com**.

About Emerson Industrial Automation

Emerson Industrial Automation, a business of Emerson, is a global technology provider that enables productivity, efficiency and quality gains for customers across a spectrum of industries. Our products include alternators, electric motors and drives, electrical distribution devices and mechanical power transmission, fluid automation and ultrasonic joining solutions. Emerson brands include Appleton, ASCO, Branson Ultrasonics, Browning, Control Techniques, Kop-Flex, Leroy-Somer, McGill, Morse, Numatics, O-Z/Gedney, Rollway, SealMaster and System Plast. For more information, visit **EmersonIndustrialAutomation.com**.

About Power Transmission Solutions

Power Transmission Solutions, a business within Emerson Industrial Automation, is a major producer of mechanical power transmission drives, components and bearings. Power Transmission Solutions serves a wide array of machinery-intensive industries, including aggregate, forestry and wood products, grain and biofuels, power generation, food and beverage, and HVACR. Headquartered in Florence, Kentucky, Power Transmission Solutions consists of the Browning[®], Jaure[®], Kop-Flex[®], McGill[®], Morse[®], Rollway[®], Sealmaster[®] and System Plast[™] product brands. For more information, visit **www.emerson-ept.com**.

###

Media contact:

Christy Cossman
Sabatino/Day
ccossman@sabatinoday.com
323.549.4321

Release No. MCWR09003