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News
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Eaton To “Power Through” Interop New York By Launching Worldwide IT Campaign And New UPS Products

RALEIGH ... Diversified industrial manufacturer Eaton Corporation's Electrical Group today announced its worldwide “*Power Through*” campaign during Interop New York. This campaign will reintroduce Eaton’s full capabilities to the Information Technology (IT) channel and end-user communities. In addition to sponsoring and presenting during the event, Eaton will also debut two new uninterruptible power system (UPS) products.

Eaton has earned its position in the market through a tradition of constant innovation and improvement. After combining the research, innovation and expertise of some of the industry’s most well-respected brands, such as Powerware[®], MGE Office Protection Systems[™] and Santak[®], the company is ready to show key audiences that Eaton can help them power through on-the-job interruptions associated with power protection, distribution and management. The initiative will include a worldwide advertising campaign, increased sales and support programs, and a dramatically expanded online presence to provide end-users and resellers the tools and expertise to confront their challenges.

“Eaton is one of the biggest names in the power quality business and we have strengthened our offerings through several key acquisitions to better serve our clients,” said Brad Nelson, director, marketing communications, Eaton’s Electrical Group. “Eaton’s commitment to innovation, outstanding client relationships and exceptional customer service and support is reflected in the *Power Through* campaign. We want to build awareness around Eaton’s ongoing goal to empower its customers and channel partners and help ease the day-to-day frustrations that come with working in the IT industry.”

During Interop NY, Eaton also plans to unveil two UPSs from the Powerware product line, the Eaton 9130 and 5130 UPSs. The 9130 is an online double-conversion UPS that operates at 95 percent efficiency. The 5130 is one of the most flexible 1250 to 3000 VA line-interactive UPSs on the market today and its compact size is ideal for dense rack enclosures. In addition, as part of the rapid integration of recent acquisitions Eaton's comprehensive power management software products are now cross compatible with its Powerware, MGE Office Protection Systems, Aphel and Pulizzi[®] product families.

Eaton will have the 9130, 5130 and other products on display at booth number 831, such as the Eaton BladeUPS[®], Enclosure Power Distribution Units (ePDUs[™]) and three-phase products. The *Power Through* campaign will be reflected in Eaton's Interop NY activities. For instance, Eaton will ask attendees to post their biggest power problems on the "Wall of Interruptions" to win a "Power Through the Traffic" helicopter ride giveaway.

To learn more about Eaton's worldwide *Power Through* campaign, visit www.youpowerthrough.com. To learn more about Eaton's complete line of Powerware products and service portfolio, visit our Web site at www.eaton.com/powerware.

Eaton's electrical business is a global leader in electrical control, power distribution, uninterruptible power supply and industrial automation products and services. Eaton's global electrical brands, including Cutler-Hammer[®], MGE Office Protection Systems[™], Powerware[®], Holec[®], MEM[®], Santak and Moeller, provide customer-driven PowerChain Management[®] solutions to serve the power system needs of the industrial, institutional, government, utility, commercial, residential, IT, mission critical and OEM markets worldwide.

Eaton Corporation is a diversified power management company with 2007 sales of \$13 billion. Eaton is a global technology leader in electrical systems for power quality, distribution and control; hydraulics components, systems and services for industrial and mobile equipment; aerospace fuel, hydraulics and pneumatic systems for commercial and military use; and truck and automotive drivetrain and powertrain systems for performance, fuel economy and safety. Eaton has 81,000 employees and sells products to customers in more than 150 countries. For more information, visit www.eaton.com.

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