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**News
Release**

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Eaton PowerAdvantage Partner Program Allows IT VARs To Build Proficiency In Power And Create Revenue Through Power Quality And UPS Solutions

RALEIGH, N.C. ... Diversified industrial manufacturer Eaton Corporation today announced a new Value Added Reseller (VAR) program called the PowerAdvantage™ Partner Program that allows Information Technology (IT) solution providers to build their own power practices. This program is designed to provide VARs with the tools to deliver greater value to their customers and maximize revenues within key growth segments – power and energy efficiency.

All businesses that depend on utility power are susceptible to daily power quality issues such as surges, sags, load fluctuations and other power interferences that can harm computers, corrupt data and potentially bring business to a standstill. Data center and IT equipment are the lifelines that keep organizations running. Now, through the PowerAdvantage Partner Program, VARs have an opportunity to become more knowledgeable in power and create new revenue opportunities by helping their customers invest wisely in energy efficient, reliable power protection solutions.

“The PowerAdvantage Partner Program is the result of our deep collaboration with the VAR community. We listened carefully to feedback from our advisory council, comprised of VARs across the United States, and responded with a program that will help solution providers grow their business in a growth category,” said Brooke Lang, global IT channel manager, Eaton. “This program offers a welcome alternative for resellers in terms of upfront rebates, sales support, training and competitive pricing on award-winning products.”

Eaton’s PowerAdvantage Partner Program is designed in two tiers, Authorized and Certified,

to provide added flexibility for VARs to achieve their goals. The Authorized tier supports VARs that want to offer power quality solutions without building in-house expertise. The Certified tier supports those looking to establish a comprehensive power practice. Eaton will offer two certification paths: Power Quality Design Consultant and Power Efficiency Consultant. In addition, Eaton will offer program participants two classes of uninterruptible power systems (UPSs) along with other data center solutions including Eaton ePDU™ products and racks that address customer requirements ranging from low up-front price to long term value with total cost of ownership.

“The PowerAdvantage program is a great way to add value to our clients, add profit to the bottom line and create a point of differentiation for our services,” said Gary Sims, chief executive officer, Advanced Technical Solutions. “Eaton has shown us how to add power to the overall solution and it’s been a win-win situation. Through Eaton, we can provide power quality products that cover everything from the desktop to the data center.”

Eaton’s PowerAdvantage Partner Program will begin in United States on March 9. For more information on the partner program and benefits, please call (877) 233-8519 or visit Eaton’s dedicated partner Web site at www.PowerAdvantage.eaton.com.

Eaton’s electrical business is a global leader in power distribution, power quality, control and industrial automation products and services. Eaton’s global electrical product lines, including Cutler-Hammer®, Moeller®, Powerware®, Holec®, MEM®, Santak®, and MGE Office Protection Systems™ provide customer-driven PowerChain Management® solutions to serve the power system needs of the data center, industrial, institutional, government, utility, commercial, residential, and OEM markets worldwide.

Eaton Corporation is a diversified power management company with 2008 sales of \$15.4 billion. Eaton is a global technology leader in electrical components and 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 approximately 75,000 employees and sells products to customers in more than 150 countries. For more information, visit www.eaton.com.