



Powering Business Worldwide

Media Brief

Eaton To Showcase PowerAdvantage Loyalty Program And New Products During Everything Channel's XChange Tech Innovators Conference in Las Vegas

November 16, 2009 ... During the XChange Tech Innovators conference, November 16-18, in Las Vegas, Eaton will present the many benefits and exciting financial incentives of its new PowerAdvantage Loyalty program. In addition, executives will showcase the new Eaton 5130 uninterruptible power systems (UPSs) specifically designed to protect small- to medium-sized business (SMB) computing assets. Company officials will also discuss the many features and benefits of the highly energy efficient Eaton 9130 UPS and how the company's comprehensive power management software suite is the first to be fully compatible with Windows® 7.

During the three-day conference, Eaton will present to solution providers in five boardroom sessions about Eaton's comprehensive line of Windows 7, Cisco and VMWare™ compatible UPSs and power management software that offer the highest efficiency, superior engineering and quality to protect customer's information technology (IT) systems. Company representatives will also inform resellers about its flagship software – Intelligent Power® Manager –a robust and scalable program that can substantially lower costs for supervising networked UPSs and associated equipment compared to using major network management system platforms.

Within the Eaton booth, resellers will learn about Eaton's unparalleled support and how to increase margin and growth by partnering with Eaton. Solution providers can increase profits and growth by adding power protection to their existing virtualization or network solutions practices and/or by building a complete "power practice" for incremental revenue. While visiting the booth, attendees will enjoy a fun Italian mafia family theme and will have a chance to "Take Joe Eaton's Cash" by guessing how much cash is in the stash.

The XChange Tech Innovators Conference is focused on the latest cutting edge technology and brings together qualified decision-making solution providers and leading industry vendors in diverse technology areas to build strategic business alliances.

For more information about the Eaton PowerAdvantage Loyalty Program, visit Eaton's dedicated partner Web site at: www.poweradvantage.eaton.com.

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