

**Emerson Industrial Automation Releases New Multimedia Video Featuring  
Morse<sup>®</sup> Raider Plus Worm Gear Reducer.**

***3-D animation showcases design features***

**FLORENCE, May 19, 2010** – Emerson Industrial Automation, a business of Emerson (NYSE: EMR), announced the release of a new 3-D animated multimedia video featuring Morse Raider Plus Worm Gear Reducer. Design features that are showcased include:

- Non-metallic quill liner for easy motor removal
- Bearing on input quill to minimize wobble and seal alignment
- Computerized gear assembly to optimize gear mesh
- Textured journal finish for 4x the seal life
- The reducer is factory filled with a Polyglycol synthetic lubricant for increased ratings and lower thermal rise

The video provides comparisons of the Raider Plus and competitive units.

Mike Suter, Marketing Vice President, notes, “Our team decided to use 3-D animation since it can dramatically bring our design improvements to the viewer”.

According to Jackie Catalano, Marketing Communications Manager at Emerson, “We are working to develop more training and sales material in multi-media formats to meet our customers and distributors requirements. This new presentation will be used in multiple ways: One-on-one, group presentations, trade shows, on our website and on public sites like YouTube”.

The Raider Plus video is the second video released by this business unit this year. The first was “Save the Green”, a video program highlighting ways for HVAC users to save energy costs.

The Raider Plus video and the “Save the Green” video are available on YouTube at “The Power Transmission” Channel.

**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 for customers in industrial, commercial, and consumer markets through its network power, process management, industrial automation, climate technologies, and appliance and tools businesses. Sales in fiscal 2009 were \$20.9 billion. For more information, visit [www.Emerson.com](http://www.Emerson.com)

## **About Emerson Industrial Automation**

Emerson Industrial Automation delivers manufacturing solutions designed with leading technologies – including mechanical, electrical and ultrasonic – to provide the most advanced industrial automation possible for numerous and diverse industries worldwide. The company's wide range of products and systems used in manufacturing processes and other equipment include motion control systems, plastics joining, precision cleaning, materials-testing equipment, fluid control valves, alternators, motors and mechanical power transmission drives and bearings. Emerson Industrial Automation's mechanical power transmission division, headquartered in Florence, Kentucky consists of Browning<sup>®</sup>, Sealmaster<sup>®</sup>, Rollway<sup>®</sup>, Morse<sup>®</sup>, McGill<sup>®</sup>, Kop-Flex<sup>®</sup> and System Plast<sup>®</sup> product brands. For more information, please visit [EmersonIndustrialAutomation.com](http://EmersonIndustrialAutomation.com) and [Emerson-EPT.com](http://Emerson-EPT.com).

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