



NEWS RELEASE
FOR IMMEDIATE RELEASE

Contact: Rob Boteler, 314-553-1179
or Steve Richardson, Kupper Parker
Communications, 314-290-2050

Nov. 17, 2000

**Emerson Forms Commercial Industrial Motor Group
To Broaden Product and Solution Offerings to Customers**
Customers Will See Many Upsides to Combining Resources

St. Louis, MO Emerson Electric Co. – (NYSE EMR) has announced the formation of the Commercial Industrial Motor Group, a new division that combines the strengths and resources of the Emerson Specialty and Air Moving divisions as well as U.S. Electrical Motors, formerly a separately-operated division inside the Emerson Motor Company. The reorganization took effect Oct. 1, 2000.

The decision to reorganize the companies is based on improving product depth and process efficiency for customers.

“Our bottom-line goal is to grow our business by better serving our customers,” said R.J. “Dick” Schul, who has been named group vice president of the newly formed organization. “Emerson is committed to providing products, services and solutions in a way that will help our business partners grow.”

Schul said the new organization provides customers multiple benefits, including:

- A broadened product line under one organization providing motors from fractional through 4,000 horsepower, both AC and DC designs, and both vertical and horizontal;
- Faster fulfillment, design, delivery and service;
- Single-source convenience;
- Strong technical and market-specific support;
- A focused sales organization.

In addition to substantial customer service enhancement, the Commercial Industrial Motor Group will encourage increased internal efficiencies, including research and development improvements, simplification of the purchasing and billing functions, and improved speed to market. The new organization also maximizes implementation of best practice programs such as Performance Excellence, a program focused solely on providing customer success.

-more-

Emerson Forms Commercial Industrial Motor Group – Add One

“Streamlining and simplifying our company and processes help provide the basis for growth,” Schul said. “It allows our sales force and our managers to focus on specific regions, customers, and markets, which amounts to better customer service.”

U.S. Electrical Motors, founded in 1908 and responsible for many technology breakthroughs over the years, was purchased by Emerson Electric Corp in 1962 and had been operated as a separate division within the parent company.

Under the new organization, customers will now have single-source access to three well-known motor brands: U.S. Electrical Motors, Emerson Motors, and Doerr.

“When you look at the breadth of our product line, and the depth of our technical knowledge and customer-success orientation, the Commercial Industrial Motor Group is tough to beat,” Schul said.

“In the coming months, the Commercial Industrial Motor Group will be introducing more programs and services with the customer in mind,” Schul said. “These programs will help Emerson deliver information faster and more efficiently to customers, increase speed to market, and make the company even easier to do business with. Improving customer service is a never-ending process, and we have some breakthrough programs on the horizon.”

Emerson’s Commercial Industrial Motor Group (www.usmotors.com or www.emersonmotors.com) provides a complete line of general and special purpose industrial motors from 1/200th through 4,000 horsepower for a wide variety of applications.

St. Louis-based Emerson Electric Co. is a global leader in providing customers with innovative technologies and solutions in five business segments: industrial automation; process control; heating, ventilating and air conditioning; electronics and telecommunications; and appliance and tools. Sales in fiscal 2000 were \$15.4 billion.

#