



## **NEWS RELEASE**

FOR IMMEDIATE RELEASE

---

Contact:

May 31<sup>st</sup>, 2001

Pat Shadrach, 314-553-1169  
Jennifer Florian, Kupper Parker  
Communications, 314-290-2171

### **Emerson Motors Joins AdobeAir in Developing Energy Efficient Spot Cooling Unit**

St. Louis, Mo., March 19, 2001 – Emerson Motors, a division of Emerson (NYSE: EMR), has entered a joint venture with Phoenix-based AdobeAir to develop its series of energy efficient portable evaporative cooling units. AdobeAir's Mobile MasterCool<sup>®</sup> units are designed for indoor or outdoor commercial, industrial or agricultural spot cooling applications and can reduce energy costs by as much as 75 percent.

Emerson Motors helps contribute to the units' energy efficiency. The MasterCool units are available with ½-HP, 2-speed or ¾-HP, 2-speed motors, designed specifically by Emerson Motors to withstand high temperatures, operate cooler, reduce energy and have longer lives.

"Emerson Motors is committed to developing, or contributing to, technology that will help conserve our nation's energy, particularly in the Southwest where black outs have unfortunately become daily occurrences," said Dick Schul, Emerson Motors Group Vice President. "We will continue to work with companies, such as AdobeAir, a world-leader in energy-saving technology, to further develop technology that helps to reduce demands on our energy supply."

Evaporative cooling is effective anywhere in the U.S. where cooling is needed and air conditioning is not economical. Mobile MasterCool units efficiently cool hot spots in warehouses, loading docks, commercial kitchens, outdoor party tents, factories, construction sites, farms and ranches, kennels, auto repair shops and garden centers, plus many more indoor/outdoor uses.

The units have a powerful fan that draws hot air through specially engineered, highly efficient cooling media. As water evaporates from the pads, it takes heat with it and cool air is discharged where it's needed.

During the day, as temperatures rise, relative humidity drops. During typical working hours, humidity levels by mid-day are generally well within the range that MasterCool can provide relief. Evaporative cooling will drop temperatures at least 10 degrees, even with relative humidity around 60 percent, and, in many areas, will cool the air from 20-30 degrees or more. The units are capable of cooling 1,400 to 3,000 sq. ft. at effective distances of 50-75 ft., depending on the model.

The units, which are UL listed and meet stringent safety tests and requirements, require no installation and can easily roll to work area hot spots. The units' 20-ft., 16-ga. power cords plug into standard 120v receptacles. They also have unique GFCI (ground-fault circuit interrupter) protection to prevent electrical shock. Water is supplied to the units through a standard garden hose or optional 55-gal. water tank. MasterCool's Polybond<sup>®</sup>, a polyester-epoxy powder coating, protects the new mobile units' commercial-grade galvanized steel construction from weathering and corrosion.

"We have taken the best practices and technology of our installed evaporative cooler products to create our new portable spot cooling units," said Ronald J. Rosin, President, AdobeAir, Inc. "Our portable coolers are easy to move, operate, clean and maintain."

AdobeAir, Inc., world leader in energy-saving products since 1945, is headquartered in Phoenix, AZ. A multinational company with 1,000 employees, AdobeAir has a dedicated staff of engineers that assures that MasterCool maintains the highest standards in design and manufacturing.

Emerson Motors, a global leader in the design and manufacture of electrical motors, provides a complete line of general and special purpose electric motors from 1/200 through 4,000 horsepower. Brands such as Emerson, Doerr, US Electrical Motors, Hurst, Switch Reluctance Drives, and Status Technologies allow Emerson Motors to support a wide variety of applications including commercial and industrial, appliance, hermetic, automotive, and HVAC. For more information about Emerson Motors visit [www.emersonmotors.com](http://www.emersonmotors.com) or contact the Literature Hotline at (800) 665-4850.

St. Louis-based Emerson ([www.gotoemerson.com](http://www.gotoemerson.com)) is a global leader in bringing technology and engineering together to provide innovative solutions to customers in industrial automation; process control; heating, ventilating and air conditioning; electronics and telecommunications; and appliance and tools. Sales in fiscal 2000 were \$15.5 billion.

# # #