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News Release

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**Rockwell Automation To Acquire CEDES’
Safety and Automation Business,
a Leading European Safety Light Curtain and
Optoelectronic Sensor Supplier**

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MILWAUKEE (Feb. 28~~xx~~, 2008) – Rockwell Automation, Inc. (NYSE: ROK) announced today that it has reached a definitive agreement to acquire the Safety and Automation business of CEDES AG. CEDES’ Safety and Automation business is a leading supplier of safety and measuring light curtains, as well as other safety and non-safety optoelectronics, control units and related accessories for industrial applications. Terms of the transaction were not disclosed.

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The CEDES Safety and Automation business is headquartered in Landquart, Switzerland with sales offices primarily across Europe. The business unit being

acquired includes products, technology, development engineering, marketing, sales and distribution to serve the industrial safety and automation markets.

“As the global leader in the process and machine safety market, Rockwell Automation’s acquisition of CEDES’ Safety and Automation business will enhance a strategic segment within our product portfolio,” said Steve Eisenbrown, senior vice president of Rockwell Automation. “Optoelectronic safety sensors, which include light curtains, are one of the largest product segments of the machine safety market. This acquisition will expand our comprehensive breadth of competitive machine safety solutions for our customers worldwide.”

Beat De Coi, CEDES chairman and founder, said: "For 20 years, we have specialized in developing innovative optical sensor technologies for a wide range of applications including industrial safety and automation markets. Combining these capabilities with Rockwell Automation's global leadership in industrial automation control and information systems will enable more manufacturers around the world to help protect their workers from machinery and equipment accidents."

Subject to satisfaction of customary closing conditions, Rockwell Automation expects the transaction to be completed early in the second calendar quarter of 2008. After the acquisition is complete, customers can continue to purchase products through the current distribution network of CEDES' Safety and Automation business. As products become available under the Allen-Bradley brand, customers will also be able to purchase them through the Rockwell Automation distribution network.

CEDES' Safety and Automation business will be included in the Architecture and Software operating segment.

Rockwell Automation, Inc. (NYSE: ROK), is a leading global provider of industrial automation control and information systems and services that help manufacturers achieve a competitive advantage in their businesses. The company brings together leading brands in industrial automation, including Allen-Bradley controls and services and Rockwell Software factory management software. Headquartered in Milwaukee, Wis., the company employs about 20,000 people serving customers in more than 80 countries.

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