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## **Rockwell Automation Names Ralph Carter President for Rockwell Software**

*Experienced software company executive to lead execution of company's  
plant-wide information strategy*

**Rockwell Automation has named Ralph Carter, former president and CEO of Pavilion Technologies, as president of Rockwell Software. Carter will be responsible for executing the company's vision to accelerate growth and development of its FactoryTalk Integrated Production and Performance Suite, and to extend the company's leadership position in plant-wide information solutions.**

"Our recent software company acquisitions, including Pavilion Technologies, not only brought us great products, they are providing a rich bench of great talent. Ralph's proven track record of leading software companies to successful growth, coupled with his extensive experience in sales, services and operational management, make him an ideal candidate for this position," said Steve Eisenbrown, senior vice president, Architecture & Software, Rockwell Automation. "His knowledge and leadership in the information solutions space will be critical as we continue to execute on our plant-wide information solutions strategy and drive the growth of the Rockwell Software organization."

Carter joined Rockwell Automation in November 2007 through the company's acquisition of Pavilion Technologies, where he served as president and CEO, and sat on the company's board of directors. He brings more than 23 years of experience to this role, having worked for corporations such as Datastream, Honeywell and Measurex in positions of increasing responsibility and leadership over the course of his career.



Through multiple acquisitions and the expansion of its FactoryTalk suite, Rockwell Automation has taken a leadership position in the plant-wide information solutions market. Carter will continue to execute the company's vision of providing manufacturers with market-leading, plant-wide information solutions, which help customers improve responsiveness, increase productivity, reduce costs, and assure regulatory compliance.

**Ends**

## Notes to editors

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

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