

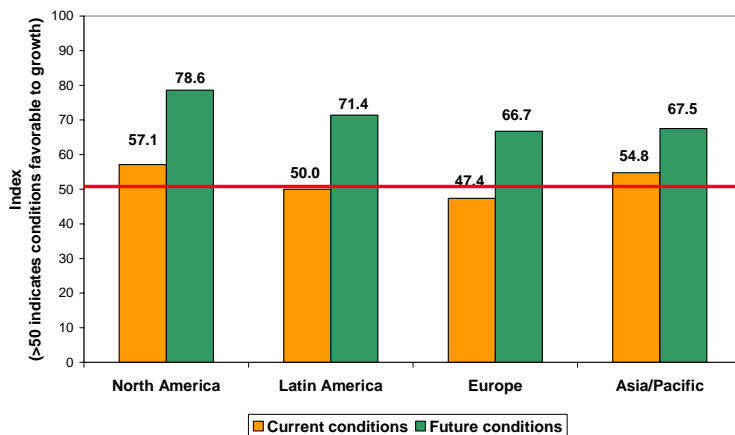


January 2010 NEMA Electroindustry Business Confidence Index

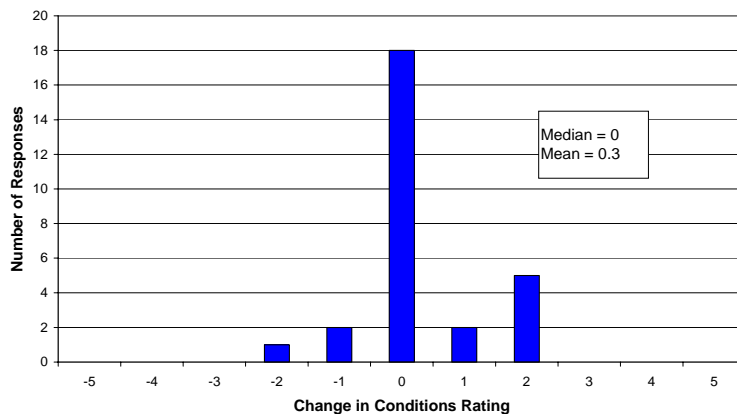
January 27, 2010

NEMA's Business Confidence Indexes Post Positive Results to Kick Off 2010

**Electroindustry Business Confidence Index:
January 2010**



**North American Current Conditions Magnitude:
January 2010**



The Electroindustry Business Confidence Index (EBCI) for current North American conditions rebounded in January following a disappointing December showing, rising nearly 9 points to 57.1. The index is derived from responses to a survey circulated to senior executives of NEMA member companies, and a value above 50 indicates that more respondents reported that the business environment improved from the previous month than reported that it worsened. The index had fallen below 50 in December (to 48.2) for the first time in five months, but this latest reading suggests that the modest improvements in conditions that characterized much of the second half of 2009 have persisted into early 2010.

The survey's measure of the intensity of change in business conditions also gained ground in January, climbing to 0.3 from -0.3 in December. Intensity of

NOTE: North America includes Canada and the United States. Latin America includes Mexico, Central America, and South America.

change is reported on a scale ranging from -5 (deteriorated significantly) through 0 (unchanged) to +5 (improved significantly).

Moreover, the EBCI for future North American conditions pushed further upward in January while posting its second consecutive monthly gain. Rising 14.3 points to 78.6, the index recorded an eleventh straight reading above 50, and reached its highest level since December 2004. This result reflects widespread sentiment that business conditions will improve over the next six months. Indeed, 17 of the 28 respondents to this month's survey (60.1%) reported that they expect an improvement in the next six months, compared to only one respondent expecting deterioration.

SURVEY RESULTS:

Region	Current Conditions (Compared to Previous Month)	Conditions Six Months From Now (Compared to Current Conditions)
North America	57.1	78.6
Latin America	50.0	71.4
Europe	47.4	66.7
Asia/Pacific	54.8	67.5

Number of Respondents =28

Values reflect the percentage of respondents expecting "Better" conditions, plus one-half of the percentage of respondents expecting "Unchanged" conditions.

A score of 50 or higher suggests conditions appropriate to expansion of the electroindustry sector.

EBCI CONSTRUCTION DESCRIPTION:

The EBCI indexes are based on the results of a monthly survey of senior managers at NEMA member companies and are designed to gauge the business confidence of the electroindustry in key world regions.

The survey contains the following questions:

1. How would you rate current economic conditions in the following regions, as they affect your business, compared to the previous month?
 - a. Using the following scale, please describe the magnitude of change in economic conditions in North America this month compared to economic conditions last month? [Scale structured as follows: 5 (improved significantly), 4, 3, 2, 1, 0 (stayed the same), -1, -2, -3, -4, -5 (deteriorated significantly)]
2. How do you expect economic conditions in the following regions, as they affect your business, to have changed six months from now?

Respondents are asked to indicate whether conditions are better, worse or unchanged (or not available if their respective company does not do business in a particular region). The four regions are North America (Canada and the United States), Latin America (Mexico, Central America, and South America), Europe, and Asia/Pacific. The survey also provides space for respondents to comment on current conditions. These comments are included below the table containing the index levels.

The index value is the percentage of respondents expecting “Better” conditions, plus one-half of the percentage of respondents expecting “Unchanged” conditions, which follows the methodology used by the Institute for Supply Management (formerly the National Association of Purchasing Management) in the construction of their manufacturing index.

Now Available from NEMA/BIS – The *Electroindustry Economic Outlook*

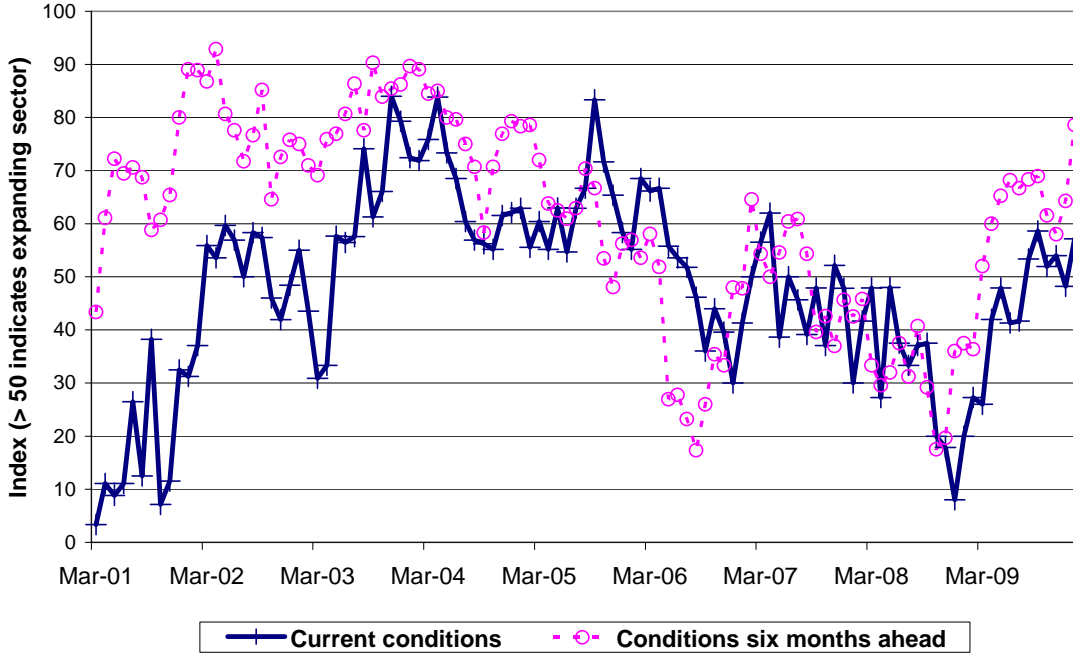
Based on popular demand for up-to-date data and forward-looking analysis of the electroindustry and the economic fundamentals that drive it, NEMA/BIS offers a subscription-based, regularly updated compendium of the information that industry professionals and executives most often request. The *Electroindustry Economic Outlook* is the preferred source for timely, comprehensive coverage of the economic trends and events shaping the U.S. electroindustry.

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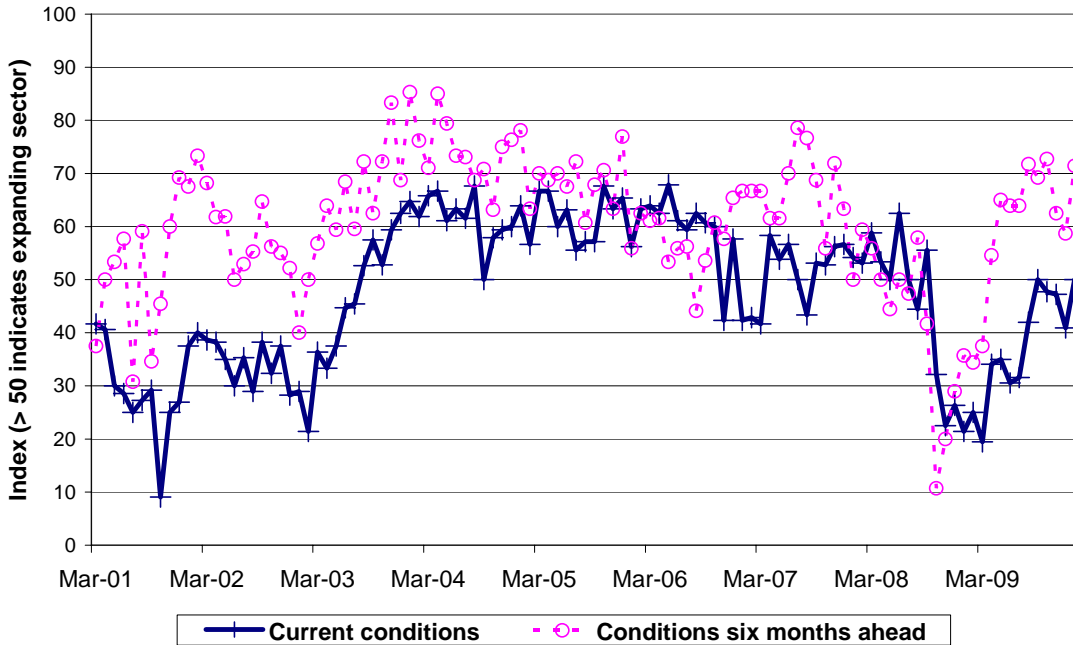
To find out how NEMA/BIS’ *Electroindustry Economic Outlook* can help your business, contact Tim Gill at (703) 841-3298, or tim_gill@nema.org.

Appendix: Time Series Charts

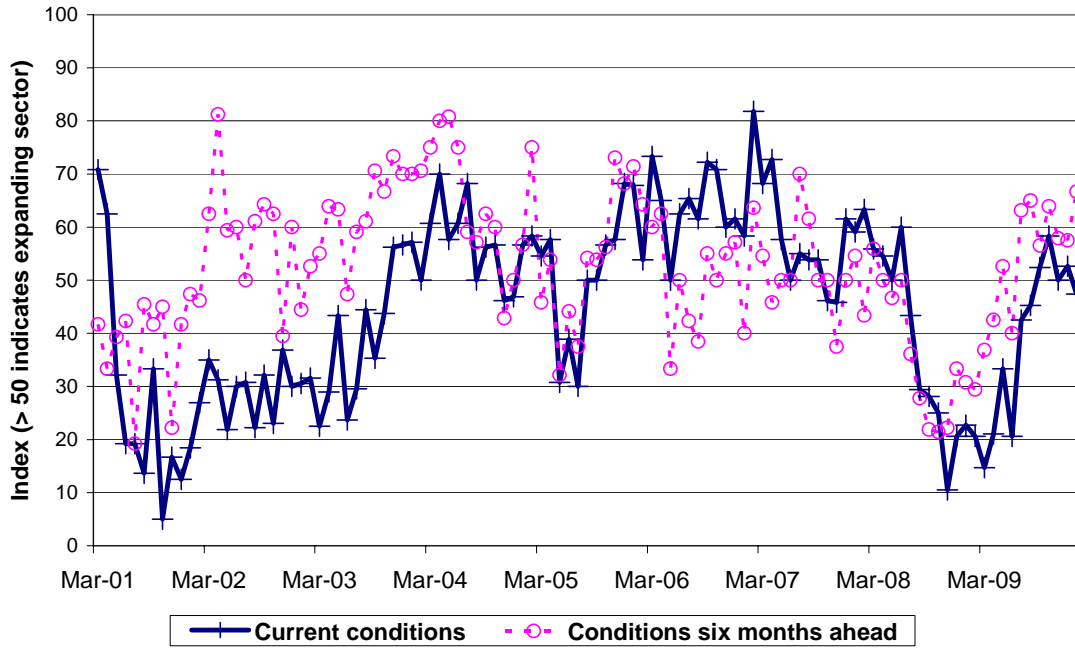
Business Conditions: North America



Business Conditions: Latin America



Business Confidence: Europe



Business Confidence: Asia/Pacific

