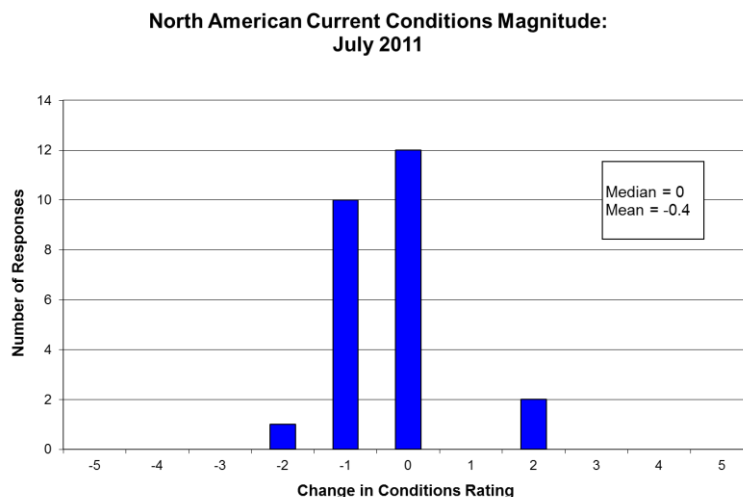
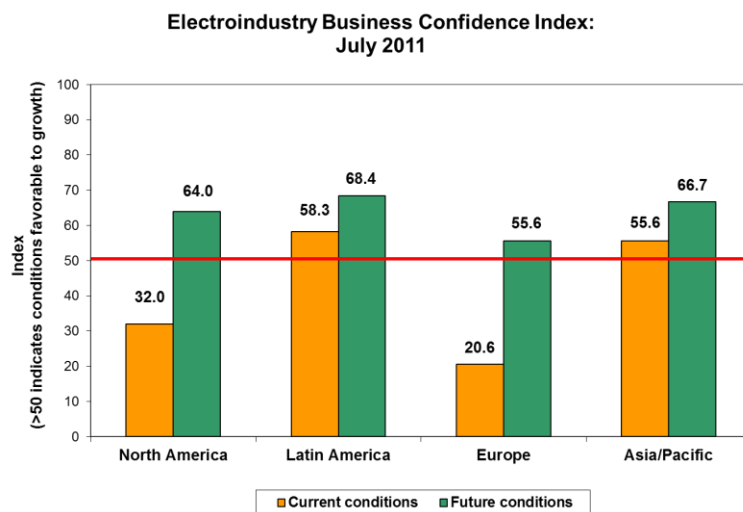


July 2011 NEMA Electroindustry Business Confidence Index

July 27, 2011

Share of Survey Respondents Seeing Improved Conditions Declines in July; Six-month Outlook Firms



The broad economic slowdown of recent months continued to affect the electrical manufacturing sector in July. Forty-four percent (44%) of respondents to NEMA’s latest Electroindustry Business Confidence Survey reported that the economic environment facing the industry in North America deteriorated in the most recent month, up from 36% in June and 23% in May. Only 8% reported conditions were better than a month ago in July, down from 27% in both May and June. A plurality of the panel – 48% – saw business conditions unchanged in July compared to June.

The Electroindustry Business Confidence Index (EBCI) for current North American conditions thus dropped to 32 from 45.5 a month ago, remaining below the “growth threshold” of 50 points for a second straight month.

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

The survey's measure of the degree of change in current North American conditions slipped into negative territory in July for the first time in 9 months, declining to -0.4 from 0.0 in June. Panelists are asked to report intensity of change on a scale ranging from -5 (deteriorated significantly) through 0 (unchanged) to +5 (improved significantly).

In contrast to the July current conditions reading, the EBCI for future North American conditions signaled improving conditions over the next six months. Indeed, the index climbed slightly in July to 64 from a month earlier. Forty percent (40%) of panelists said they expected conditions to improve by the beginning of 2012 versus 12% anticipating conditions will worsen during that time period. In June, 36% of panelists said they expected an improvement in conditions versus less than 9% anticipated a decline.

SURVEY RESULTS:

Region	Current Conditions (Compared to Previous Month)	Conditions Six Months From Now (Compared to Current Conditions)
North America	32.0	64.0
Latin America	58.3	68.4
Europe	20.6	55.6
Asia/Pacific	55.6	66.7

Number of Respondents =25

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.

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

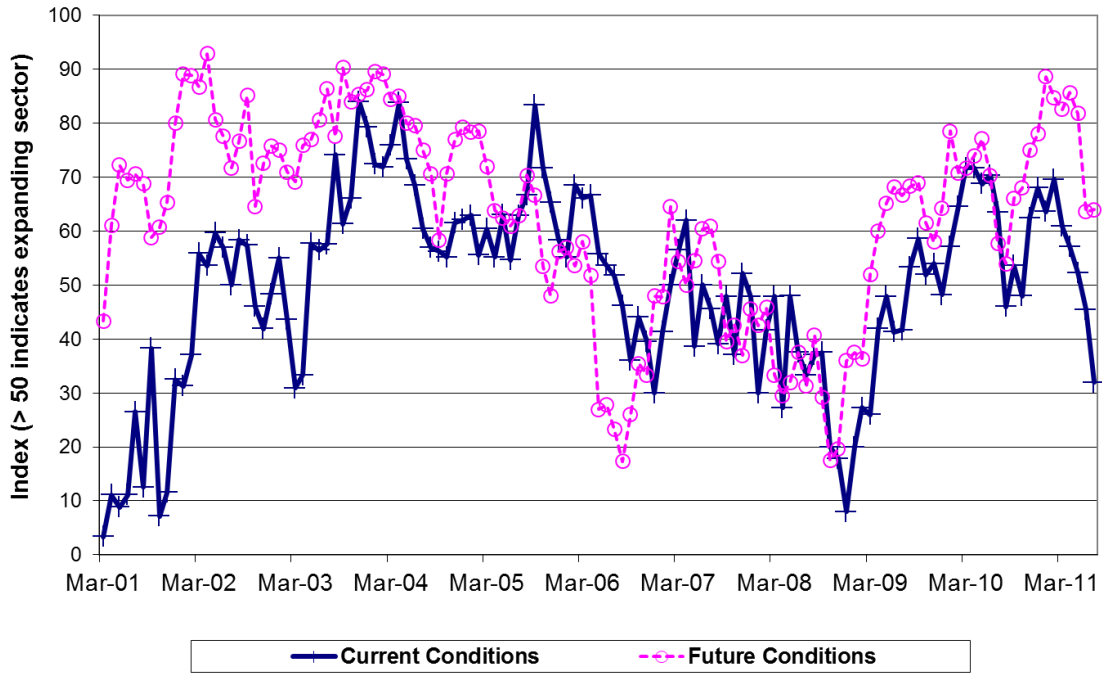
Based on popular demand for up-to-date data and forward-looking analysis of the electroindustry and the economic fundamentals that drive it, NEMA/BIS offers a subscription-based, regularly updated compendium of the information that industry professionals and executives most often request. The ***Electroindustry 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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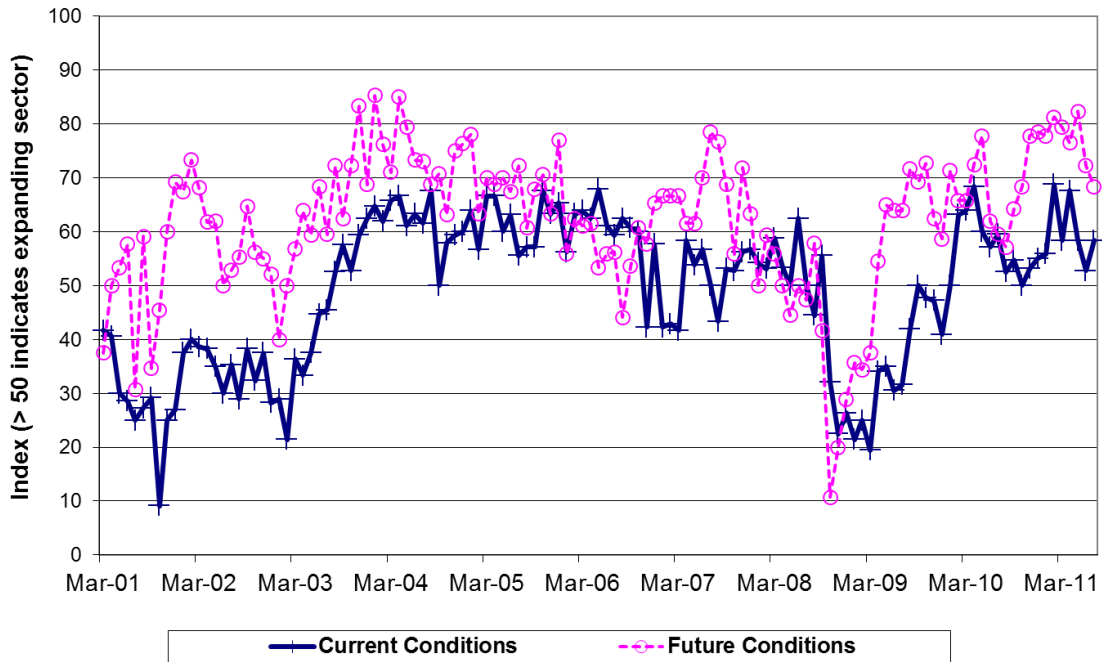
To find out how NEMA/BIS’ ***Electroindustry Economic Outlook*** can help your business, contact Tim Gill at (703) 841-3298, or tim_gill@nema.org.

Appendix: Time Series Charts

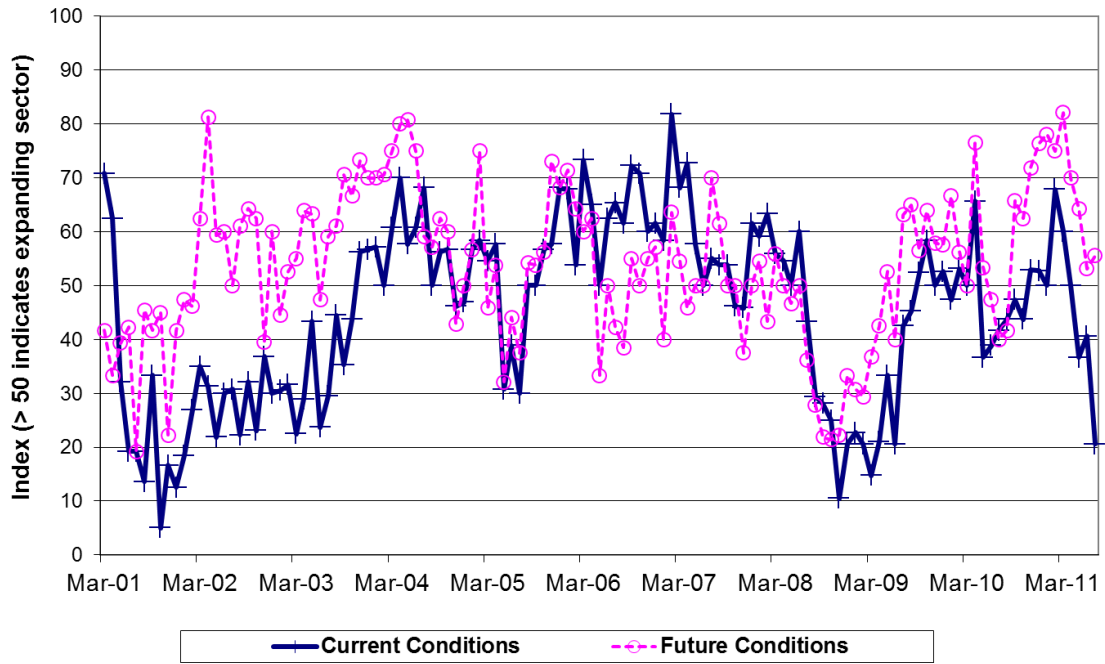
Business Conditions: North America



Business Conditions: Latin America



Business Confidence: Europe



Business Confidence: Asia/Pacific

