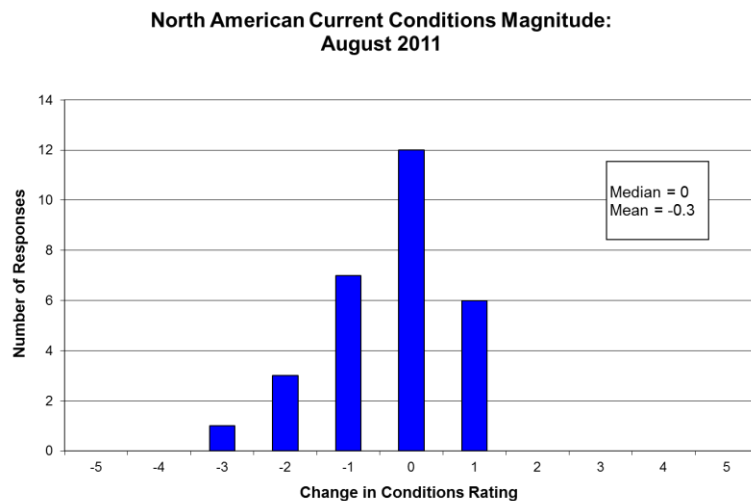
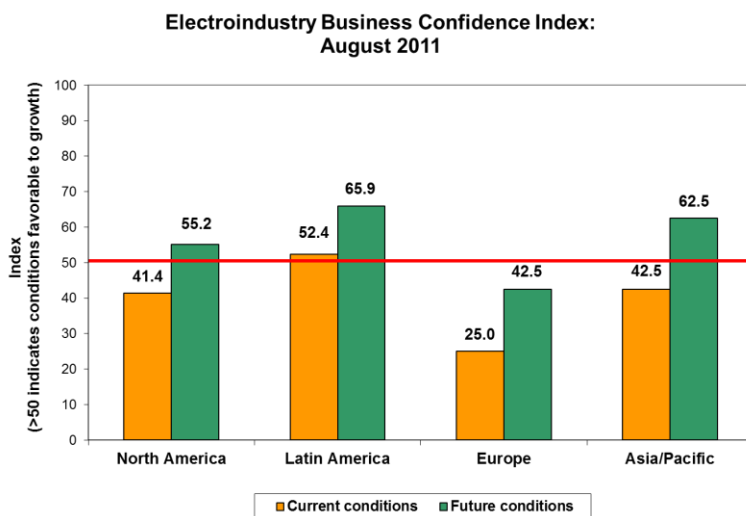


August 2011 NEMA Electroindustry Business Confidence Index

August 31, 2011

Current North American Business Conditions Index Rebounds in August, While Future Conditions Index Retreats



NEMA's Electroindustry Business Confidence Index for current North American conditions gained ground in August, but remained below levels suggestive of industry-wide expansion for a third straight month. The index climbed to 41.4, up 9.4 points from its July reading. Nearly 21% of survey panelists reported that the economic environment facing the industry in North America improved in August, up from only 8% a month ago. Meanwhile, approximately 38% of panelists reported conditions deteriorated. A plurality of the panel – just over 41% – saw business conditions unchanged in August compared to July.

The survey's measure of the degree of change in current North American conditions was in negative territory for the second month in a row, but also improved relative to

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

July, inching upward to -0.3 from -0.4. Panelists are asked to report intensity of change on a scale ranging from -5 (deteriorated significantly) through 0 (unchanged) to +5 (improved significantly).

August's EBCI for future North American conditions slipped from a month earlier, but continued to point toward better conditions over the next six months. Thirty-one percent (31%) of panelists said they expected conditions to improve by early 2012 versus nearly 21% anticipating they will worsen. In July, 40% of panelists said they expected an improvement versus 12% anticipating a decline. Consequently the index dropped to 55.2 in August from 64 in July.

SURVEY RESULTS:

Region	Current Conditions (Compared to Previous Month)	Conditions Six Months From Now (Compared to Current Conditions)
North America	41.4	55.2
Latin America	52.4	65.9
Europe	25.0	42.5
Asia/Pacific	42.5	62.5

Number of Respondents =29

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*

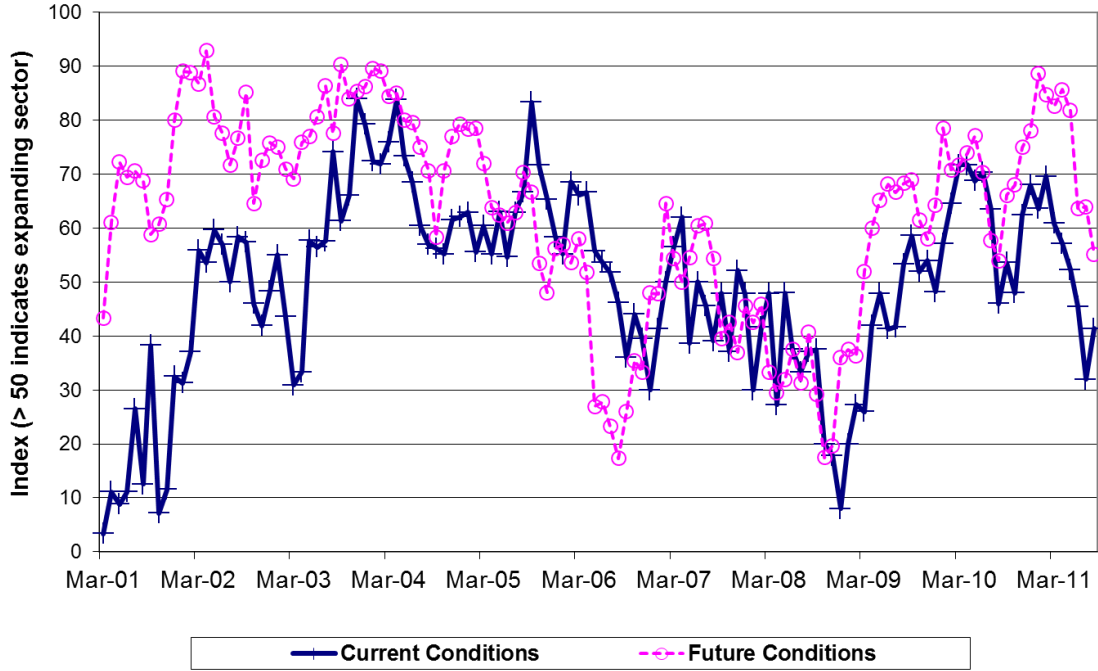
Based on popular demand for up-to-date data and forward-looking analysis of the electroindustry and the economic fundamentals that drive it, NEMA/BIS offers a subscription-based, regularly updated compendium of the information that industry professionals and executives most often request. The ***Electroindustry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

- **Extensive Coverage**
- **Frequently Updated**
- **Affordably Priced**

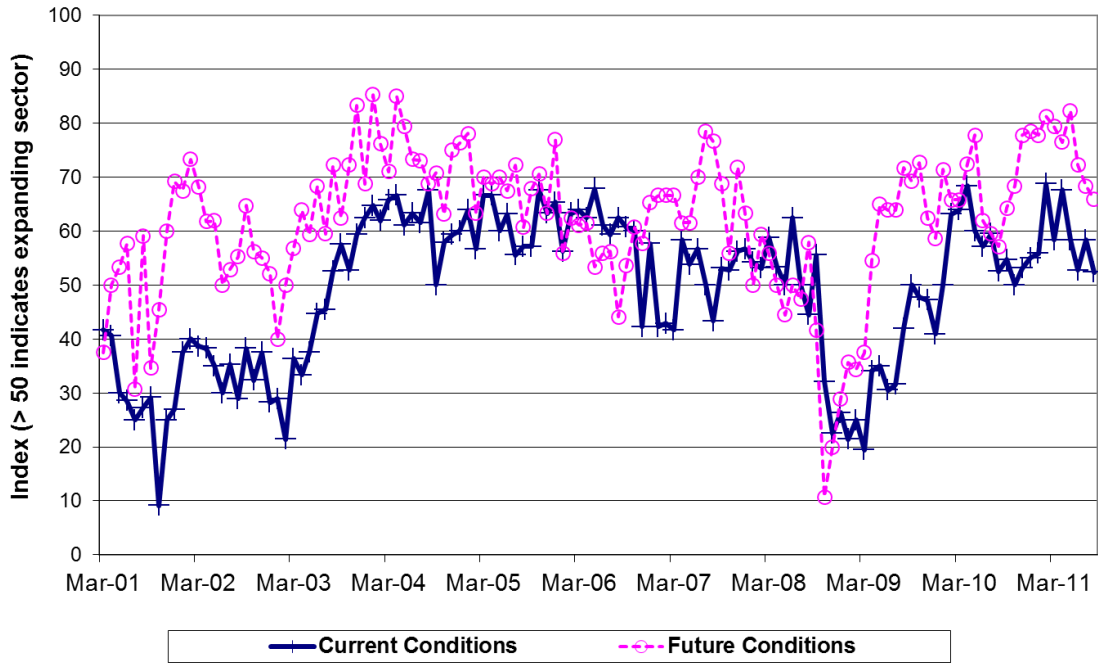
To find out how NEMA/BIS’ ***Electroindustry Economic Outlook*** can help your business, contact Tim Gill at (703) 841-3298, or tim_gill@nema.org.

Appendix: Time Series Charts

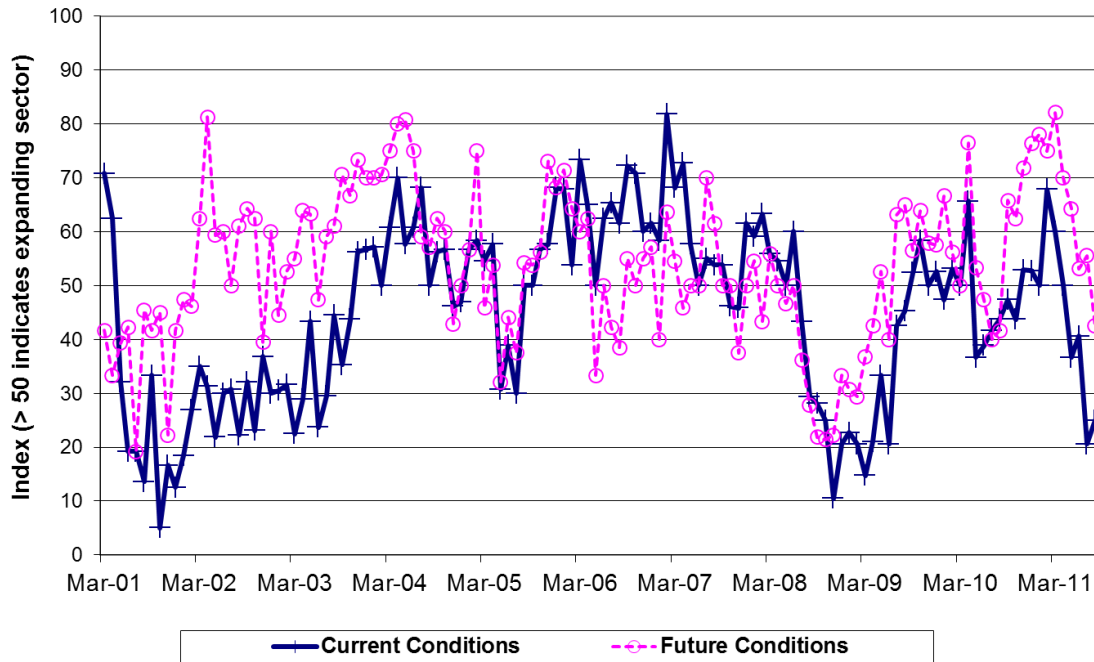
Business Conditions: North America



Business Conditions: Latin America



Business Confidence: Europe



Business Confidence: Asia/Pacific

