

***Frost & Sullivan* Recognizes the Consistently High Value Yaskawa Electric America Offers its Customers in the Micro Electric Drives Market**

Palo Alto, Calif. — April 16, 2008 — Based on its recent analysis of the micro electric drives domain (0-10kW) market, *Frost & Sullivan* presents Yaskawa Electric America, Inc. with the 2008 Global Frost & Sullivan Award for Customer Value Leadership. The Award recognizes Yaskawa's relentless efforts to meet customer needs and its ability to reduce total cost of ownership for its global customers in micro electric drives.

Ever-changing customer needs drive manufacturers to bring out cost-effective solutions with enhanced product features. Increasingly, micro drives are used to aid in improving process control along with energy conservation. This in turn has augmented the business potential for micro electric drives coupled with an ardent challenge for drive manufacturers to invest significantly in their R&D.

"Yaskawa's customer-centric technological innovations have resulted in superior product features such as programmable functions, ability to withstand rugged operational conditions, and high reliability," says *Frost & Sullivan* Industry Analyst Deepthi Pamadiparthi. "The company's relentless efforts on R&D have resulted in drives with smaller foot prints that offer superior performance capabilities for its customers."

Bringing out a single product that can address functionalities of a wide spectrum of customers is a major challenge for drives manufacturers. Yaskawa has remained a pioneer in bringing out the right product for the right application. Yaskawa's drives encompass a mean time between failures (MTBF) of 28 years, which is far higher when compared to the industry average, thereby making it the preferred choice for industrial applications.

Strategic mergers and acquisitions have further strengthened Yaskawa's position in the drives market. It acquired the Drives Group of MagneTek and purchased the rights of Omron IDM Controls' HVAC and Industrial channels. The former provided a strong distribution network to offer customers a better accessibility for sales and after sales support while the latter gave Yaskawa an exceptional exposure to technological advancements, thereby enabling it to offer drives with better features for its customers.

Overall, Yaskawa's innovative approach to serve customers and its superior expertise in the drives domain helps in translating the needs of OEMs into its products and solutions that offer superior functionality, better reliability, reduced life cycle costs. This has aided it to penetrate across varied geographies and wide end users.

In recognition of its efforts, Frost & Sullivan is proud to present Yaskawa with the 2008 Customer Value Leadership Award.

Each year *Frost & Sullivan* presents this Award to the company that has demonstrated excellence in customer values through its products and services that offer superior value to customers and aid them with increased profitability, and reduced life cycle costs. Yaskawa Electric America, Inc. has continually focused on providing value added products and services, addressing the changing customer needs across the industry, thereby enabling them to expand their customer base across verticals and horizontals.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth

interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Yaskawa Electric America, Inc.

Yaskawa Electric America, Inc. is the world's largest manufacturer of AC Drives, Servomotors, Motion Controllers and Robotics. For further information, visit the Yaskawa web site at www.yaskawa.com, or contact the company at 2121 Norman Drive South, Waukegan, Ill. 60085, Tel: (800) YASKAWA, Fax: (847) 785-2730.

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