



FACTORY AUTOMATION

News Release

Mitsubishi Electric Automation Makes 19.9 Percent Equity Investment in ICONICS

VERNON HILLS, Ill. – October 18, 2011 – Mitsubishi Electric Automation, Inc. has made a 19.9 percent equity investment in the U.S. software company ICONICS. The move enables Mitsubishi Electric to incorporate ICONICS' supervisory-control and data-acquisition (SCADA) software in factory and process automation solutions, primarily for new social infrastructure opportunities in emerging markets.

Mitsubishi Electric will also work with ICONICS to develop and market energy management and control solutions for factory and process automation applications in key emerging markets, such as China, Southeast Asia, India and Brazil, which are rapidly developing infrastructure for ground and air transportation, water and waste water treatment, building facilities and more.

The company expects sales of factory automation solutions for infrastructure projects in emerging markets to reach \$130 million, in the fiscal year ending in March 2014.

About ICONICS, Inc.

ICONICS Inc, headquarter in Foxborough, MA, is a leading software developer of HMI/SCADA, Manufacturing Intelligence, Building Automation and Energy Management solutions for industrial and facility automation systems which improve productivity, reduce integration time, optimize asset utilization and reduce overall operating costs.. Founded in 1986, ICONICS has over 250,000 installations in more than 60 countries worldwide. ICONICS with its flagship GENESIS64™, GENESIS32™, BizViz™, Hyper Historian™, MobileHMI and AnalytiX™ products meets demanding application challenges of the automotive, building automation, food and beverage, government infrastructure, manufacturing, petrochemical, pharmaceutical, renewable energy, utilities and water/wastewater industries. For more information visit www.iconics.com.

About Mitsubishi Electric Automation, Inc.

Mitsubishi Electric Automation, Inc., in Vernon Hills, Ill., is a subsidiary of Mitsubishi Electric of Japan, offering a comprehensive line of factory automation solutions. Products include programmable automation controllers, programmable logic controllers, human machine interfaces, AC variable frequency drives, servo amplifiers and motors, motion controllers, control software, computerized numerical control systems and robots. For a broad range of factory automation applications, visit the Mitsubishi Electric Automation website at www.meau.com.

About Mitsubishi Electric Corporation

With 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. The company recorded consolidated group sales of 3,645.3 billion yen (US\$ 43.9 billion*) in the fiscal year ended March 31, 2011. For more information visit <http://www.MitsubishiElectric.com>

*At an exchange rate of 83 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2011

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