

Slow Growth Projected for Process Control Sales through 2012 According to Latest MCAA Industry Market Forecast

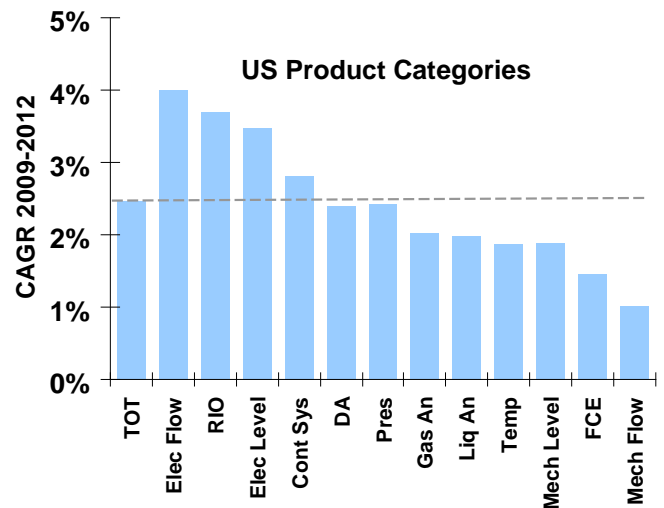
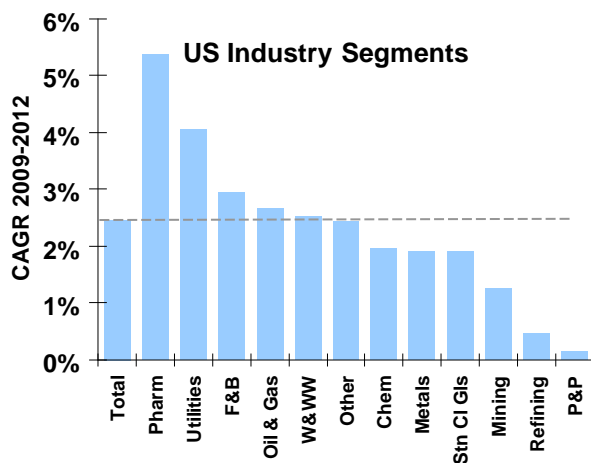
Williamsburg, VA, June 2010 – For Immediate Release. After an extremely rough 2009 which saw industry sales down 15% from 2008, MCAA’s most recent Industry Forecast projects slow growth over the next three years. The average 2.5% annual growth rate was forecasted this month by The Global Foresight Group™ Rasmusson & Willey LLC. The Forecast was prepared exclusively for the Measurement, Control & Automation Association which published the report to its members in May. The ***MCAA Annual Market Forecast for Process Instrumentation and Automation in the United States and Canada.*** reports the 2009 market value and the three-year future annual market forecast for 12 MCAA product categories and 12 Industry segments. The authors reviewed the highlights during the Association’s Industry Forum in mid-May and again during a webinar at the end of the month.

The Global Foresight Group™ Rasmusson & Willey LLC prepared the report for the MCAA members, which they receive at no cost within their membership. Canadian Process Control Association members will also be able to obtain a copy of the report at no cost through their association. Non-members of the Association can purchase the report for \$2,000 from MCAA. Those interested in purchasing the report should call the MCAA offices.

The product segments are Gas Analytical Instruments, Liquid Analytical Instruments, Pressure Instruments, Electronic Flowmeters, Mechanical Flowmeters/Primary Elements, Electronic Level, Mechanical Level/Tank Gauging, Temperature Instruments, Control Systems, Remote I/O, Data Acquisition Systems, Final Control Devices. Also included is a discussion of the trends in the Emerging Technology of Wireless Transmitters.

The Industry segments used are Oil & Gas (Production and Transmission), Petroleum Refining, Chemicals, Bio-Pharmaceutical, Food & Beverage, Pulp & Paper, Electric Utilities, Municipal Water & Wastewater, Primary Metals, Mining, Stone, Clay and Glass, and All Other (Semiconductor, Textiles, etc.).

The 2009 total market value for the twelve PI&A product categories covered in this report was \$6.1 Billion for the United States and \$711 Million for Canada. In the United States, the average annual growth rate is forecasted to be 2.5 percent per year and 2.1 percent per year in Canada, over the forecast period. Four product categories are forecasted for above-average growth in both the US and Canada—Electronic Flow, Electronic Level, Remote I/O, and Control Systems. The Oil & Gas, Electric Utilities, Pharmaceutical, Food & Beverage and Water & Wastewater industry segments are reported to expect above average growth in the United States while in Canada Oil & Gas, Pharmaceuticals, Utilities, and Food & Beverage will experience that above-average trend over the forecast period.



The MCAA report also provides a Global Foresight Group™ ReMaP™ Assessment for the United States and Canada. The ReMaP™ assessment shows the 2008 annual market value (base year) and the regional annual percent market change from 2008 to 2009.

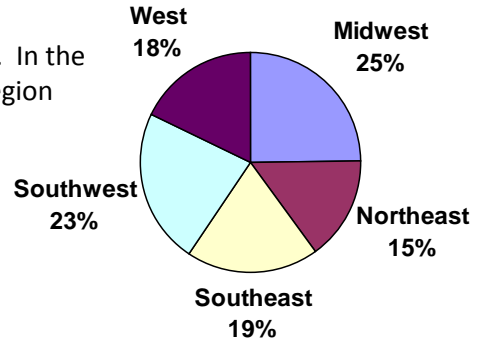
The chart on the right shows the split of the US market by region. In the United States, all regions saw a negative growth with the West region sustaining the least damage from the recession. In Canada, the Atlantic and Ontario regions were least affected by the downturn.

A more detailed discussion of changes in the five United States regional markets is included in the full report.

The Measurement, Control & Automation Association provides *resources to the world's leading process control suppliers*. MCAA is the national trade association representing manufacturers and distributors of instrumentation, systems and software used in industrial process control and factory automation around the world.

MCAA exists to help the management teams of process and factory automation product and solution providers run and grow successful businesses by offering timely, unique and highly specialized resources acquired from shared management benchmarks and strategies—like the 2009-2012 Market Forecast—where proprietary company information is secure. For more information, contact MCAA at mcaa@measure.org or 757-258-3100.

**US Process Instrumentation & Automation
Percent of US Market
By Region – All Industries**



Measurement, Control & Automation Association
Resources for the World's Leading Process Control Suppliers
PO Box 3698, Williamsburg, VA 23187 • V & F (757) 258-3100
mcaa@measure.org • www.measure.org