

With Market Value Returned to Pre-Recession Level, Process Control Industry Poised to Grow over Next Five years

Williamsburg, VA, May 2012 – For Immediate Release. After strong growth in 2010 (9 percent over the prior year) and 2011 (8.2 percent higher), the market value of the industry has returned to its pre-recession level with 2011 value set at \$10.3B. With a 5 year CAGR of 6.3 percent, the market value is forecast to hit \$14.1B by 2016. The forecast was delivered to MCAA members this month by The Global Foresight Group™ Rasmusson & Willey LLC. The report is 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 2011 market value and the five-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 will reprise that review during a webinar scheduled for July 24 (2 pm Eastern).

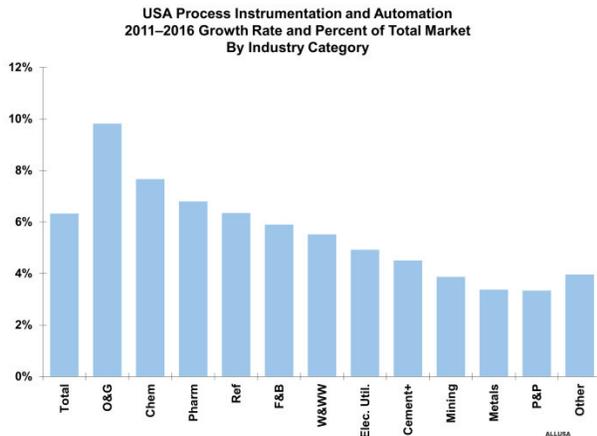
Global Automation Research prepared the report for the MCAA members, which they receive at no cost within their membership. Canadian Process Control Association members will also be able to obtain a copy of the report at no cost through their association. Non-members of the Association can purchase the report for \$2,500 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.

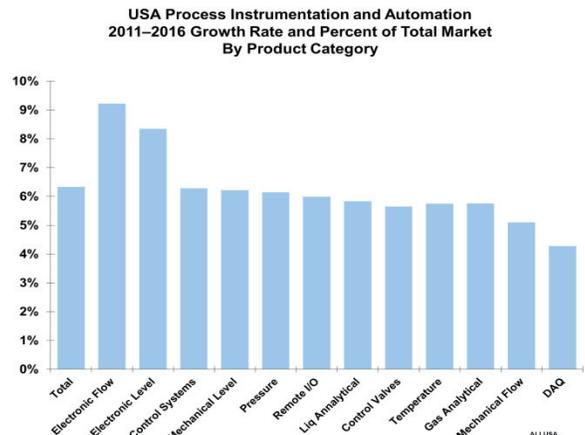
The Industry segments used are Oil & Gas (Production and Transmission), Petroleum Refining, Chemicals, Bio-Pharmaceutical, Food & Beverage, Pulp & Paper, Electric Utilities, Municipal Water & WasteWater, Primary Metals, Mining, Stone, Clay and Glass, and All Other (Semiconductor, Textiles, etc.).

The 2011 total market value for Canada was reported at \$1B with 5 year growth projected at 5% through 2016. Two product categories are forecasted for above-average growth in both the US and Canada—Electronic Flow and Electronic Level. The Oil & Gas, Chemical, Pharmaceutical, and Refining industry segments are reported to expect above average growth in the United States while in Canada Oil & Gas, Food & Beverage, Water & Wastewater and Pharmaceuticals will experience that above-average trend over the forecast period.

US Industry Segments



US Product Categories



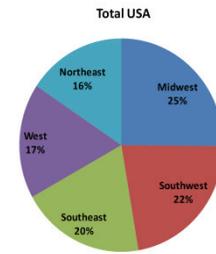
The MCAA report also provides a Global Automation Research ReMaP™ Assessment for the United States and Canada. The ReMaP™ assessment shows the allocation of the market value by regions in the US.

The chart on the right shows the split of the US market by region. Additional information in the report shows the regional allocation for major industry groups across all regions.

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 2011-2016 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



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