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SEL Brazil Celebrates Its Tenth Anniversary

PULLMAN, WA — March 23, 2010 — Schweitzer Engineering Laboratories, Inc. (SEL) marks its ten-year anniversary in Brazil, celebrating a period of excellence, innovation, and learning with clients, suppliers, and local officials. Below is an English translation of this announcement as it first appeared in the SEL-edited Brazilian magazine *Interface*.

In 2000, SEL Brazil had nine clients. Today, SEL has more than 800 according to SEL Regional Sales and Marketing Manager Fernando Ayello. Ayello is also responsible for the company's entry into the Brazilian market and for its upcoming plans for growth. "We plan to expand our business, and we expect to double our size with a solid and sustained growth plan that will continue until 2014," explained Ayello. Evidence of that was apparent in SEL performance during last year's economic crisis period. According to Ayello, SEL was recruiting, just the opposite of what most companies were doing over the same time period.

The first SEL Brazil office was open in Campinas, São Paulo. To reach current growth levels, SEL faced many challenges. The first challenge of that period was the lack of knowledge about the SEL brand and business in the Brazilian market. Today, SEL has offices in three more cities: Curitiba, Belo Horizonte, and São Paulo.

For the SEL Brazil regional manager, the ten-year commemoration of Schweitzer in Brazil represents a great accomplishment. His satisfaction comes from knowing that the company's first goal is to always offer the best of the industry to its customers. "SEL differentiates itself by providing outstanding customer and technical service," explained Ayello. Commemorating a decade of success is made more joyous for Ayello due to customer enthusiasm to work and grow with SEL.

Projects

To continue innovating and growing, SEL develops projects that set it apart in the market. SEL University provides education and training with specialized programs that help customers and employees meet the technical challenges and complexities of integrating digitally based technologies into their expanding power system infrastructure. In addition, SEL Product Hospital represents SEL's commitment to ensure its equipment's continuous performance by conducting root cause analysis in order to determine the cause of failure for every returned device. What's more, SEL provides seminars and lectures to clarify any technical doubt SEL customers might have.

SEL Brazil Doubles in Size in 2010

In 2010, SEL Brazil will undergo a large organizational change in order to align with market dynamics and prioritize SEL efficiency. "Our goal is to improve our customer

service experience even more. We have a strong conviction that SEL customers will feel more and more valued with all the new changes that are about to happen in our already exceptional customer service,” explains Ayello. In April 2010, SEL Brazil will double its size by relocating to Pólis de Tecnologia, a business campus, in order to continue providing superior technical support and customer service to the Brazilian market.

Innovations and Improvements—SEL Worldwide

Within the electrical and industrial market, SEL is considered a pioneer in the industry. SEL President Dr. Edmund Schweitzer, III possesses more than 25 patents in the area of protection relays, digital filtering, and algorithms, among others. SEL is headquartered in Pullman, Washington, USA, and operates three manufacturing facilities, which are located in Pullman, Washington, Chicago, Illinois, and San Luis Potosí, México. All meet and exceed customer demands. With sales offices in more than 15 countries and technical service centers in over 30, SEL is providing solutions for critical operations in over 125 countries.

SEL serves the power industry worldwide through the design, manufacture, supply, and support of products and services for power system protection, monitoring, control, automation, and metering. SEL offers unmatched local technical support, a worldwide, ten-year product warranty, and a commitment to making electric power safer, more reliable, and more economical.

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