

The Embedded Computing and Power Business of Emerson Network Power is Now Artesyn Embedded Technologies

Rebrand launched following transition to new ownership

A new name with a long heritage in power conversion and network computing solutions

Carlsbad, Calif. [14 January, 2014] — The former Emerson Embedded Computing & Power business of Emerson Network Power today announced a new name and corporate identity, Artesyn Embedded Technologies.

The new brand comes following a transition to new ownership during the fourth quarter of 2013. Platinum Equity, a Los Angeles-based private equity firm, acquired a majority interest in the company from Emerson in November. Emerson retained a 49 percent stake.

Jay Geldmacher, CEO of Artesyn Embedded Technologies, said Artesyn is poised to enhance its leadership position in power conversion and embedded computing solutions for communications, computing, medical and industrial markets.

“As a standalone private company, Artesyn will create significant value-driven growth based on our global reach, an unrivalled understanding of our customers, excellence in engineering and world class manufacturing,” said Mr. Geldmacher. “Our energized and dedicated team will continue its outstanding track record of delivering high quality solutions and technology leadership.”

Artesyn unveiled its new corporate logo in connection with today’s announcement. The company is currently developing a new web presence at www.artesyn.com to provide a single destination for the design engineering community searching for ac-dc and dc-dc

power supplies or embedded computing solutions. The new web site is expected to go live by the end of March 2014.

“We will continue to collaborate with Artesyn’s management team and drive the company toward new levels of success as a standalone enterprise. Artesyn has a unique and compelling value proposition based on a deep understanding of its customers and a leadership position in advanced technology solutions,” said Jacob Kotzubei, the Partner at Platinum Equity who led the team that acquired Artesyn. “Our long-term plan is to help Artesyn grow and broaden its customer base both organically and through prospective add-on investments.”

The name Artesyn is based on two words: artisan for the company's creativity and synthesis for its ability to work closely with customers. It is a name with a long and distinguished heritage in the embedded computing and power market. The new Artesyn Embedded Technologies emerges from the integrated acquisitions of some of the leaders in the embedded computing and power conversion industries including Astec Power, Artesyn Technologies, and Motorola Embedded Communications Computing Group.

About Artesyn Embedded Technologies

Artesyn Embedded Technologies is a global leader in the design and manufacture of highly reliable power conversion and embedded computing solutions for a wide range of industries including communications, computing, medical, military, aerospace and industrial. For more than 40 years, customers have trusted

Artesyn to help them accelerate time-to-market and reduce risk with cost-effective advanced network computing and power conversion solutions. Headquartered in Carlsbad, California, Artesyn has over 20,000 employees worldwide across nine engineering centers of excellence, five world-class manufacturing facilities, and global sales and support offices.

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