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exiderdome PUTS SIEMENS AUTOMATION LEADERSHIP ON DISPLAY

ATLANTA, April 17, 2008 – When exiderdome begins welcoming visitors this summer in Chicago, it will mark the start of the biggest marketing campaign that Siemens has ever undertaken in the United States, the company’s largest market.

Presented by Siemens Energy & Automation, Inc. (SE&A), exiderdome is a traveling technology expo and learning laboratory. More than just a display of the broadest range of automation technology, exiderdome combines programming with a multimedia experience that has impressed tens of thousands of visitors across Asia and in Canada and Mexico since 2005.

“As an automation leader, Siemens has created exiderdome to enable customers to experience first hand how Siemens can benefit their businesses by making them more productive,” said Thomas Varney, vice president of Communications for Siemens Energy & Automation. “Increased productivity makes our customers more competitive and successful in the marketplace, which results in a stronger relationship with Siemens.”

Alternatively called The World of Automation, exiderdome tells the story of SE&A’s ability to help companies in manufacturing and construction become more competitive and more successful through technological innovation. The combination of technology on display and expertise delivered through learning events will demonstrate that Siemens brings more to its customers in the manufacturing and commercial facilities segments than any other automation company.

“This tour is about our commitment to the U.S. market and our belief in the long-term strength of American manufacturing,” Varney said. “We want our customers to see that, because of our size and reach, we can offer them more ways to strengthen their operations than any other automation technology supplier.”

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During the course of the nine-city U.S. tour, Siemens expects 9,000 customers and potential customers – from plant engineers to front office operations executives and CEOs – to visit exiderdome and attend one of more than 150 events and learning sessions.

On a global tour since 2005, exiderdome has consistently wowed visitors with its size, scale and technology. Visitors are first impressed by the building. Built entirely of international standard shipping containers, exiderdome is two-stories tall, 60 yards long and offers about 10,000 square feet of exhibit and training space in a fully mobile, self-contained building. It includes eight product venues – each featuring a different family of technologies – and a central atrium that can be used for receptions, training sessions, multi-media presentations and thought leadership events.

“The building itself has a very high ‘wow’ factor, but it’s the content – the multimedia show, the tour and the opportunity to interact with experts in their fields – that gets the real conversations started,” Varney said. “Our experience has shown that we can translate those conversations into stronger customer relationships.”

exiderdome was created after the successful conclusion of exider train – a 12-car train featuring Siemens technology – in 2004. During its 10-stop U.S. tour, exider train entertained thousands of visitors and, more importantly, generated nearly 4,000 sales leads.

“The train was very successful, but we wanted to do something bigger and better,” Varney said. “With exiderdome, we are able to bring more of our global expertise, drawn from our experience in more than 190 countries, to our customers’ doorsteps. It really gives us an opportunity to help our customers stretch their thinking and consider new avenues for competing in a global economy.”

For more information about exiderdome, visit: www.exiderdome.com/us.

About Siemens:

Siemens Energy & Automation, Inc. is one of Siemens’ operating companies in the U.S. Headquartered in the Atlanta suburb of Alpharetta, Ga., Siemens Energy & Automation, Inc. manufactures and markets one of the world’s broadest ranges of electrical and electronic products, systems and services to industrial and construction market customers. Its technologies range from circuit protection and energy management systems to process control, industrial software and totally integrated automation solutions. The company also has expertise in systems integration, technical services and turnkey industrial systems. For more information: www.sea.siemens.com.

Siemens AG (NYSE: SI) is a global powerhouse in electronics and electrical engineering, and operates in the industry, energy and healthcare sectors. For more than 160 years, Siemens has built a reputation for leading-edge innovation and the quality of its products, services and solutions. With nearly 400,000 employees in 190 countries, Siemens reported worldwide sales of \$96.6 billion in fiscal 2007. With its U.S. corporate headquarters in New York City, Siemens in the USA reported sales of \$19.8 billion and employs approximately 70,000 people throughout all 50 states and Puerto Rico. For more information on Siemens in the United States, visit www.usa.siemens.com.

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