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MITSUBISHI ELECTRIC AUTOMATION SELECTS GIBBS & SOELL FOR EMPLOYEE COMMUNICATIONS CAMPAIGN

NEW YORK, April 12, 2011 – **Mitsubishi Electric Automation, Inc.**, a leading manufacturer of factory automation, motion control and process control systems, has selected **Gibbs & Soell Public Relations** to provide strategic direction and implementation of a comprehensive employee communications campaign. Gibbs & Soell is a global independent PR firm with practice areas dedicated to **advanced manufacturing** and **technology** communications.

Mitsubishi Electric Automation was formed in 1997 through the consolidation of three different Mitsubishi automation business units and now operates as part of the US subsidiary of Mitsubishi Electric Corporation. Headquartered in Vernon Hills, Ill., Mitsubishi Electric Automation is committed to supporting the automation needs of North and Latin American customers with combined sales, marketing, service, engineering, and manufacturing resources. The company focuses on all aspects of automation support, including manufacturing, engineering, training, customer service, repair, sales, and warehousing functions.

“Mitsubishi Electric Automation is pleased to partner with Gibbs & Soell on the development and launch of an employee communications program that aligns with our corporate vision,” said Kathy Bachner, vice president of human resources and administration. “Our employees are dedicated to serving our customers and the community, and we want to ensure we give voice to their unity and passion.”

The internal communications campaign will include message development, ongoing promotions and event management.

“Gibbs & Soell looks forward to helping Mitsubishi Electric Automation communicate the full value of its unique vision and culture,” stated Luke Lambert, president, Gibbs & Soell. “Mitsubishi Electric recognizes that its own employees are its strongest brand ambassadors. We are excited to work closely with its business leaders to create a communications program revolving around one of the organization’s most valuable assets—its people.”

Gibbs & Soell offers **communications expertise** to top-tier corporations, organizations and brands in advanced manufacturing and energy, agribusiness and food, building solutions, consumer lifestyle, greentech and sustainability, professional services, and technology and general science. The firm’s **portfolio of services** includes corporate communications, marketing communications, event marketing, digital and

social media, leadership positioning, employee communications, communications training, and communications research and evaluation.

About Mitsubishi Electric Automation, Inc.

Mitsubishi Electric Automation, Inc., headquartered in Vernon Hills, Ill., is a world leader in industrial automation offering a comprehensive line of factory automation solutions. Products include automation platforms, programmable logic controllers, human machine interfaces (HMI), AC variable frequency drives (VFD), servo amplifiers and motors, motion controllers, control software, computerized numerical control systems (CNC), robots and industrial sewing machines. For a broad range of factory automation applications, visit the Mitsubishi Electric Automation website at <http://www.meau.com>.

About Gibbs & Soell

Gibbs & Soell is an **independent public relations agency** celebrating its 40th year in business. **Headquartered in New York**, G&S has full-service offices in Chicago, Raleigh, N.C., and Zurich, Switzerland. The **G&S global network** extends across nearly 40 countries and includes Cosmo PR in Tokyo, Inhere Communications in Beijing and Shanghai, and the Public Relations Organisation International partnership. For more information, please visit www.gibbs-soell.com.

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