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For immediate release

Top US motor manufacturer signs distribution deal with Wellington Drive

AUCKLAND, 17 May 2010: One of America's largest manufacturers of electric motors, A.O. Smith, has signed a distribution agreement with Wellington Drive Technologies to sell its new range of energy-efficient motors throughout the United States, Dr Ross Green, Wellington's CEO, announced today.

Also a global leader in manufacturing energy-efficient products generally, A.O. Smith will sell Wellington motors co-branded with its own highly-respected brand to its United States customers, Dr Green said.

"We are delighted to have secured this deal as it further consolidates our growing and very strong position in the American market for electricity-saving commercial refrigeration motors and shows our new range of motors is also opening up access to attractive new market segments," he said.

"Customer reaction to the new motors has been very encouraging. And it is further confirmation of the value Wellington's motors provide that they will be installed and sold by a company like A.O. Smith which is one of the most successful and well-established major suppliers in North America."

Under the deal, A.O. Smith will sell new generation ECR One and ECR85/95 refrigeration motors into the US aftermarket for use predominantly in supermarket display cases, bottle coolers and cold storage rooms.

Regulations to reduce electricity consumption of these types of products are becoming increasingly common in the United States, helping drive increased demand for Wellington's energy saving motors.

Now selling over 600,000 motors a year, Wellington's sales of commercial refrigeration motors grew 105% last year.

"Demand for Wellington products is increasing and shows no signs of slowing as the sector continues to switch over to high-efficiency motors, where our ECR range is the market leader," Dr Green said.

The new motors offer an advanced feature-set allowing them to flexibly meet a wider range of demands and are particularly useful for smaller customers and "retrofit" projects, which have different demands from the major accounts Wellington has been targeting and winning to date.

Founded in 1874, and based in Milwaukee, Wisconsin, A.O. Smith is one of the longest established industrial companies in the United States. It operates a sales distribution network spanning more than 60 countries and is also one of the world's leading manufacturers of residential and commercial water heating equipment.

Ends



Wellington Drive Technologies Ltd. [“Wellington” or “Wellington Drive”] is a New Zealand publicly listed company [NZX:WDT] that designs, manufactures and sells advanced electric motors used by some of the world’s largest companies to save energy and dramatically improve cost efficiency. Wellington’s ECR series commercial refrigeration motors, which are widely used in bottle coolers and supermarket display cases, are the market leader for this sector in North America. The company also supplies a leading range of advanced ventilation motors through growing partnerships in Europe and other global markets.

Headquartered in Auckland, Wellington Drive has offices or manufacturing facilities in the United States, Italy, Turkey, Mexico, China and Singapore. To find out more please visit our website at: www.wdtl.com

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