



news release
from RIDGID®

For immediate release

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RIDGID® Launches RIDGIDConnect™

Online Tool Provides Professionals the Ability to Share, Store and Simplify Digital Information

ORLANDO, FLA. – JANUARY 25, 2010 – RIDGID®, a leading manufacturer of hand and power tools including multiple digital inspection products, announces today at *AHR Expo® 2010* the launch of RIDGIDConnect™ — a subscription-based, online business tool designed for service professionals and contractors who create or use digital information. A first-of-its-kind platform, RIDGIDConnect provides the ability to share and store digital assets such as diagnostic job site photos and videos, job reports and histories, maintenance records, customer lists and other business files, which in turn simplifies external and internal communication, as well as the recordkeeping process.

“While developing RIDGIDConnect, we conducted hundreds of hours of research with professionals to identify their needs and make sure the tool could easily and quickly be adopted to help manage their digital assets,” said Jay Gatz, vice president of strategic planning, RIDGID. “Based on our research, we were able to develop an online business solution so professionals like plumbers, HVAC technicians and facility managers, have the opportunity to consolidate and access items associated with a particular job in one location, then communicate this information with pertinent parties, thus increasing their effectiveness and efficiency. We like to say it’s an electronic medical record for each of their customers.”

RIDGIDConnect: Share

The “share” aspect of RIDGIDConnect allows professionals to overcome communication challenges previously associated with digital media assets. RIDGIDConnect subscribers have the ability to:

- Prepare and send detailed, professional job reports that include notes and customer details to multiple recipients
- Edit and narrate digital media (videos and photos) to provide concise, easy-to-follow explanations
- Control recipients’ access privileges

RIDGIDConnect: Store

RIDGIDConnect “stores” and protects a professional’s digital assets on a secure and continually backed-up system, including these items:

- Detailed customer lists and job histories
- Uploaded digital media from inspection tools (any manufacturer) and digital recording devices
- All business files and records

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RIDGIDConnect: Simplify

RIDGIDConnect “simplifies” and bridges the technology gap by:

- Eliminating the need to burn DVDs, CDs or thumb drives
- Lessening the back-and-forth explanation between clients and/or co-workers
- Providing around-the-clock access to records from any location
- Utilizing RIDGIDConnect mobile to conduct business in the field via a smartphone

RIDGIDConnect is available in four subscription plans to suit the needs of businesses and organizations of various sizes. Payments are made on a monthly basis. The subscription plans are:

- Basic (\$49.99 per month)
- Plus (\$79.99 per month)
- Premier (\$129.99 per month)
- Enterprise (based on consultation findings)

To register for a free 30-day trial or for additional information about RIDGIDConnect, visit www.RIDGIDConnect.com.

About RIDGID

RIDGID®, a leading manufacturer of hand and power tools, markets its products in more than 140 countries. The company's broad offering of more than 300 types of tools serve the rental, plumbing, HVAC/R, utility, industrial, electrical, petroleum, institutional, commercial and hardware markets. RIDGID is part of Emerson Professional Tools™, a business of Emerson, which brings technology and engineering together to design and produce some of the highest-quality tools and equipment in the world. From wet/dry vacs to the industry's best-selling pipe diagnostic system, key brands include RIDGID®, KNAACK®, PROTEAM® and WEATHER GUARD®.

About Emerson

Emerson (NYSE:EMR), based in St. Louis, Missouri (USA), is a global leader in bringing technology and engineering together to provide innovative solutions to customers through its network power, process management, industrial automation, climate technologies, and appliance and tools businesses. Emerson's sales in fiscal 2009 were \$20.9 billion. The company is ranked 94th on the *Fortune* 500 list of America's largest companies. For more information, visit www.Emerson.com.

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