

November 4, 2011

Dear Actuant Electrical Customers

Over the past few weeks there has been a bit chatter in the marketplace about Actuant's closing of the ACME facility in Lumberton, North Carolina, and the subsequent move to Monterrey, Mexico. We wanted you to know what's happening and what it means to you. Here's a bit inside news on the ACME move—direct from the people who know.

Fact 1: The move to Monterrey is designed to better serve our growing global marketplace. Monterrey is a dynamic manufacturing hub, with both good infrastructure and a solid labor force.

Fact 2: The new Monterrey facility is 127,000 square feet, which is virtually identical to the 130,000 square foot Lumberton facility. Distribution functions have been moved to our 240,000 square foot facility in Wisconsin, which means the Monterrey operation has greater production area than the Lumberton facility.

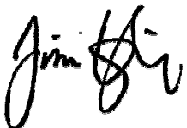
Fact 3: Our goal is to be able to deliver product faster than ever before, so additional warehouse facilities are being evaluated to help maintain inventory and accelerate regional distribution.

Fact 4: New tools to help you sell and a new Web site will make ACME product selection easier than ever before. Watch for updates on these resources in the weeks and months ahead.

Finally—and most important—when a plant is moved the lives of many are affected. We have great respect for the team members in Lumberton; they were a core component to the success of the ACME brand over the years. We are pleased that many have accepted new positions within the company to keep the continuity and character of the organization going strong.

We'll continue to keep you informed of our progress on a regular basis over the next few months. I assure you that our primary goal will be keeping ACME product flowing smoothly during this transition. If you have any questions, please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Knapik".

Jim Knapik
Vice President
Sales & Marketing

