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Fiscal Year 2008
First Quarter
Conference Call
January 23, 2008

Safe Harbor Statement

- This presentation contains statements (including certain projections and business trends) that are “forward-looking statements” as defined in the Private Securities Litigation Reform Act of 1995. Words such as “believe”, “estimate”, “project”, “plan”, “expect”, “anticipate”, “will”, “intend” and other similar expressions, may identify forward-looking statements.
- Actual results may differ materially from those projected as a result of certain risks and uncertainties, many of which are beyond our control, including but not limited to:
 - economic and political changes in global markets where we compete, such as currency exchange rates, inflation rates, interest rates, recession, policies of foreign governments and other external factors we cannot control, and U.S. and local laws affecting our activities abroad and compliance therewith;
 - successful development of advanced technologies and demand for and market acceptance of new and existing products;
 - general global and regional economic, business or industry conditions, including levels of capital spending in industrial markets;
 - the availability, effectiveness and security of our information technology systems;
 - competitive product and pricing pressures;
 - disruption of our operations due to natural disasters, acts of war, strikes, terrorism, or other causes;
 - intellectual property infringement claims by others and the ability to protect our intellectual property;
 - our ability to successfully address claims by taxing authorities in the various jurisdictions where we do business;
 - our ability to attract and retain qualified personnel;
 - the uncertainties of litigation;
 - disruption of our North American distribution channel;
 - the availability and price of components and materials;
 - successful execution of our cost productivity and globalization initiatives;
 - our ability to execute strategic actions, including acquisitions and integration of acquired businesses; and
 - other risks and uncertainties, including but not limited to those detailed from time to time in our Securities and Exchange Commission filings.
- These forward-looking statements reflect our beliefs as of the date of filing this presentation. We undertake no obligation to update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

Notice Regarding Financial Information

- This presentation contains non-GAAP financial information.
- All information should be read in conjunction with the historical financial statements contained in Rockwell Automation's Annual Report on Form 10-K, periodic reports on Form 10-Q and Form 8-K, and public announcements of financial information.
- Copies of these reports, as well as a financial information overview, are available on the Investor Relations page of Rockwell Automation's website at www.rockwellautomation.com.

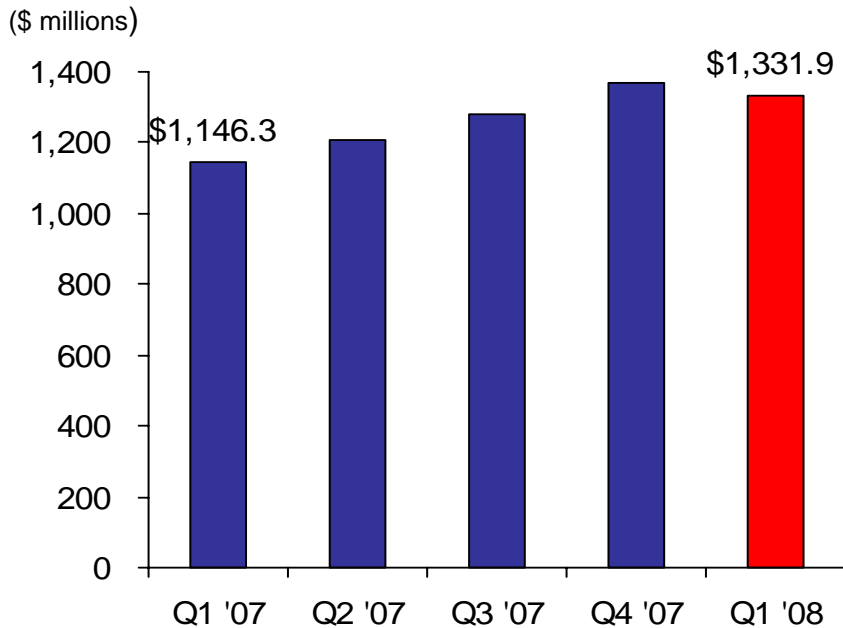
Q1 Results: Summary

(\$ millions, except per share amounts)

	<u>Q1 2008</u>	<u>Q1 2007</u>
Total Sales	<u>\$ 1,331.9</u>	<u>\$ 1,146.3</u>
Total Segment Operating Earnings	\$ 257.5	\$ 227.0
Purchase Accounting Depreciation and Amortization	(6.3)	(2.7)
General Corporate - Net	(14.2)	(19.0)
Interest Expense	(18.0)	(18.4)
Income Tax Provision	<u>(62.4)</u>	<u>(56.0)</u>
Income from Continuing Operations	<u>\$ 156.6</u>	<u>\$ 130.9</u>
Diluted EPS from Continuing Operations	<u>\$ 1.04</u>	<u>\$ 0.76</u>
Avg. Diluted Shares	<u>151.0</u>	<u>171.4</u>

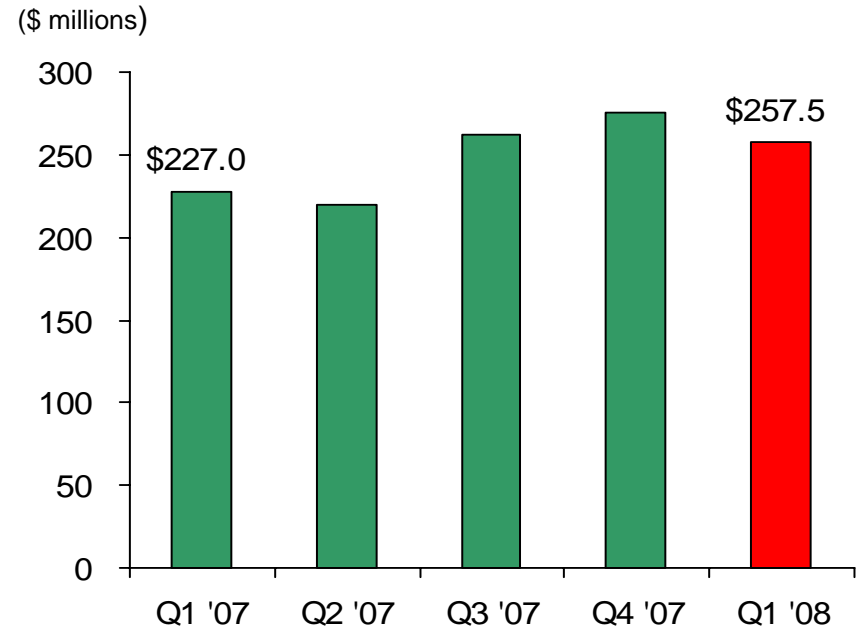
Q1 Results: Rockwell Automation

Sales



- Sales increased 16% YOY, 11% excluding currency translation
- Sales decreased 3% sequentially
- Strong YOY growth in the Americas; continued improvement in Asia

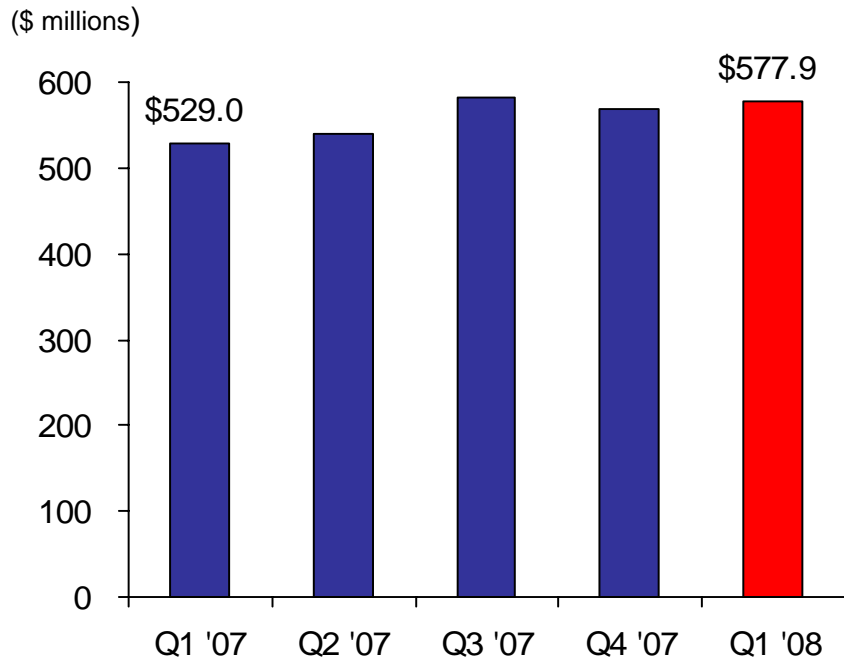
Segment Operating Earnings



- Segment earnings up 13% YOY
- Segment operating margin contracted 0.5 pts. YOY to 19.3%

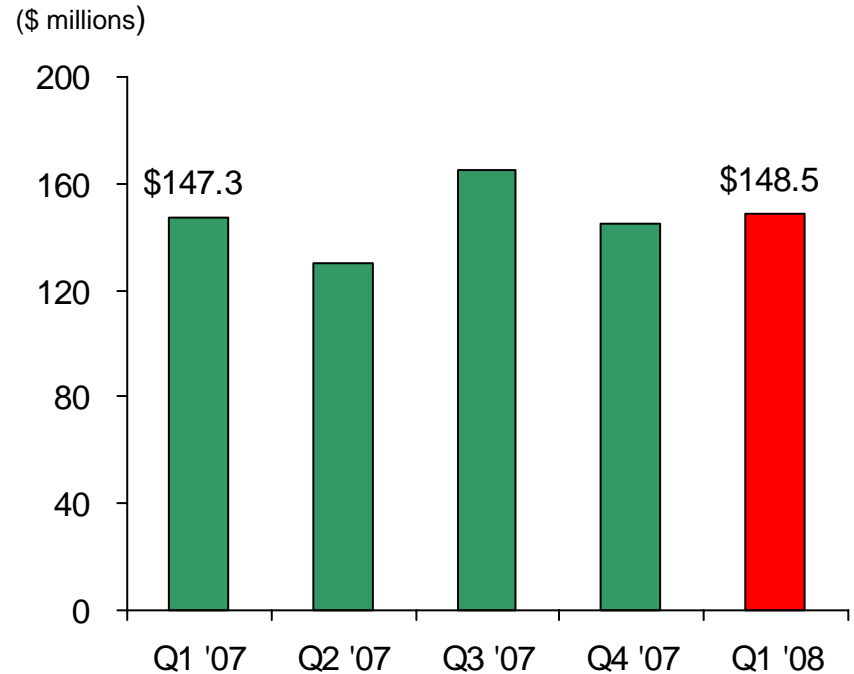
Q1 Results: Architecture & Software

Sales



- Sales increased 9% YOY, 4% excluding currency translation
- Sales increased 1% sequentially

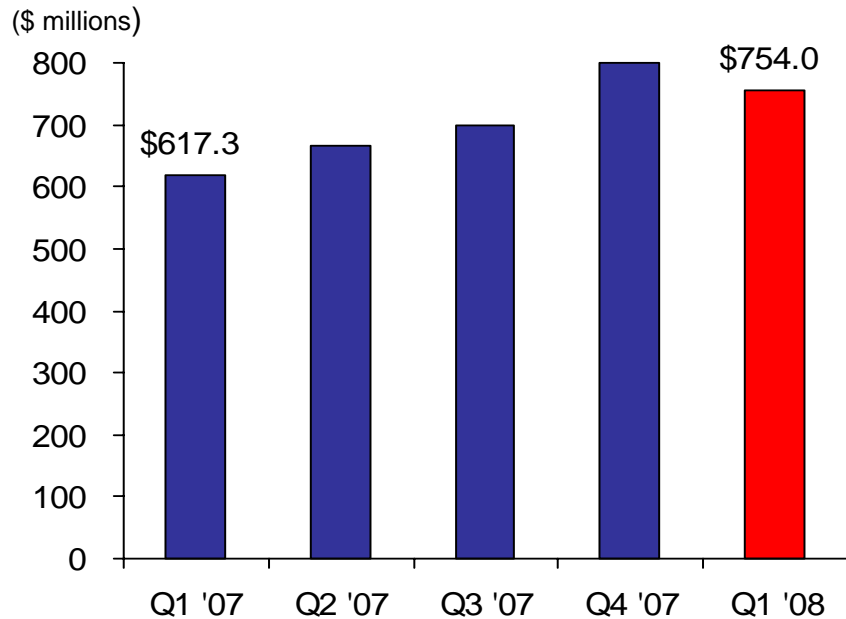
Segment Operating Earnings



- Segment earnings up 1% YOY
- Segment operating margin contracted 2.1 pts. YOY to 25.7% due to increased investment spending and unfavorable mix partially offset by volume and strong productivity

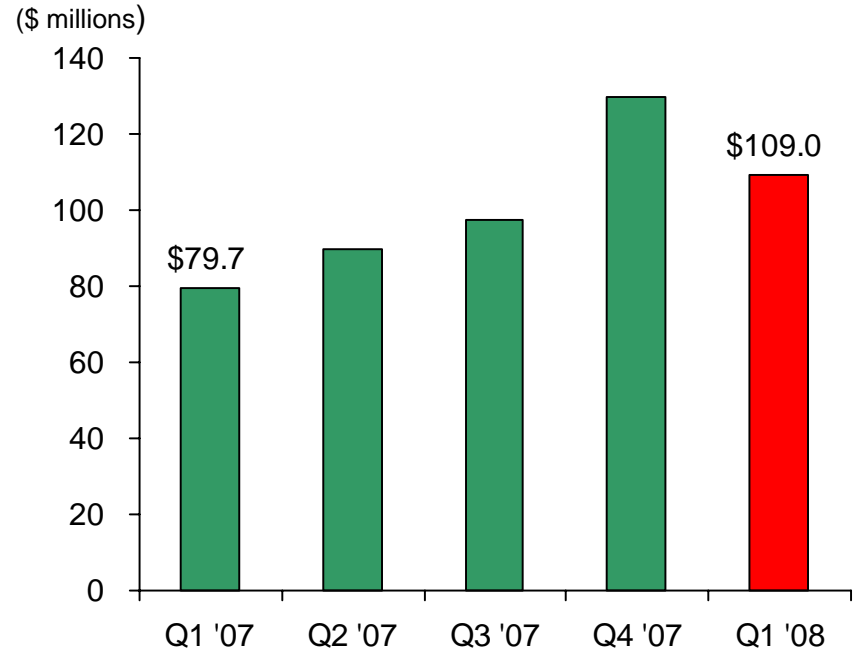
Q1 Results: Control Products & Solutions

Sales



- Sales increased 22% YOY; 16% excluding currency translation
- YOY results benefited from strong growth in our solutions businesses
- Sales decreased 6% sequentially

Segment Operating Earnings



- Segment earnings up 37% YOY
- Segment operating margin expanded 1.6 pts. YOY to 14.5% due to volume and strong productivity partially offset by acquisitions

Q1 Results: Regional Sales

(\$ millions)

<u>Region</u>		<u>Reported Sales</u>	<u>% Change vs. Q1 07</u>	<u>Adjusted For Currency % Change</u>
U.S.	\$	671.4	6%	5%
Canada		95.2	25%	8%
Latin America		97.2	37%	28%
EMEA		304.7	33%	20%
Asia-Pacific		<u>163.4</u>	<u>21%</u>	<u>13%</u>
TOTAL	\$	<u>1,331.9</u>	<u>16%</u>	<u>11%</u>

Global revenue mix: 50 percent outside U.S.

Q1 Results: Free Cash Flow

(\$ millions)

	<u>Q1 2008</u>
Income from Cont. Ops	\$ 156.6
Depreciation/Amortization	31.3
Equity-Based Comp. Expense	6.8
Pension Contribution	(9.3)
Retiree Benefits Expense	11.3
Receivables/Inventory/Payables	(90.5)
Other	(1.8)
Capital Expenditures	<u>(26.3)</u>
Free Cash Flow	<u>\$ 78.1</u>

Q1 free cash flow conversion consistent with expected seasonality

2008 Full Year Guidance

- Revenue growth ⁽¹⁾ 10-12 percent
- Diluted EPS \$4.25 to \$4.45
- Free cash flow ~ 95% of Net Income

(1) Excluding the impact of currency translation

Monitoring global market conditions

Note: As of January 23, 2008

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