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Fiscal Year 2009
Second Quarter
Conference Call
April 29, 2009

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 changes in global markets where we compete, such as currency exchange rates, inflation rates, recession, interest rates and the volatility and disruption of the capital and credit markets for us, our customers and our suppliers;
 - laws, regulations and governmental policies affecting our activities in the countries where we do business;
 - 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 distribution channels;
 - the availability and price of components and materials;
 - the ability of our divested businesses to satisfy certain obligations that they have assumed;
 - successful execution of our cost productivity, restructuring 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. Reconciliations from GAAP to non-GAAP measures are contained in the appendix of this presentation.
- 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 section of Rockwell Automation's website at www.rockwellautomation.com.

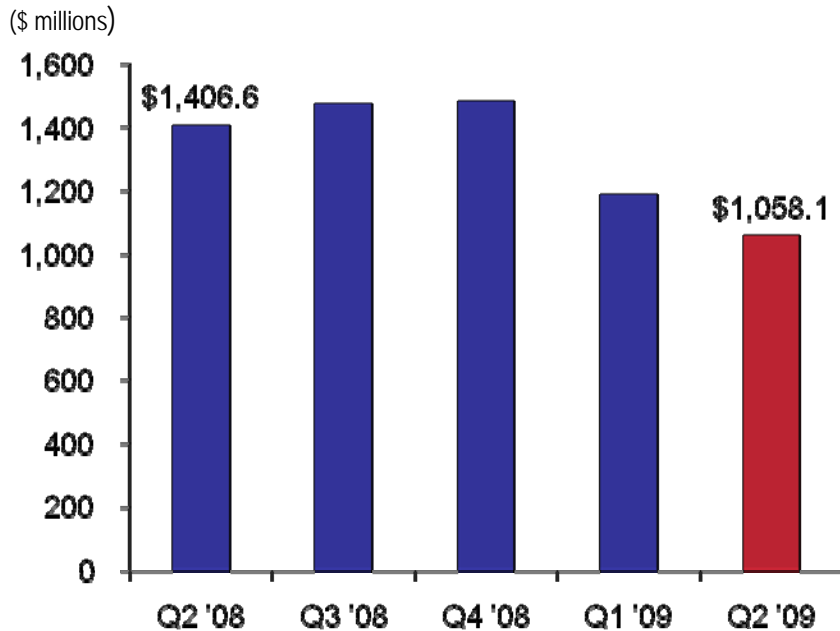
Q2 Results: Summary

(\$ millions, except per share amounts)

	<u>Q2 2009</u>	<u>Q2 2008</u>
Total Sales	\$ 1,058.1	\$ 1,406.6
Total Segment Operating Earnings	\$ 86.2	\$ 240.3
Purchase Accounting Depreciation and Amortization	(4.8)	(6.5)
General Corporate - Net	(14.7)	(16.6)
Interest Expense	(15.3)	(17.5)
Special Items	4.0	-
Income Tax Provision	(14.8)	(56.9)
Income from Continuing Operations	\$ 40.6	\$ 142.8
Diluted EPS	\$ 0.29	\$ 0.96
Diluted EPS Excluding Special Items	\$ 0.27	\$ 0.96
Avg. Diluted Shares	142.1	148.7

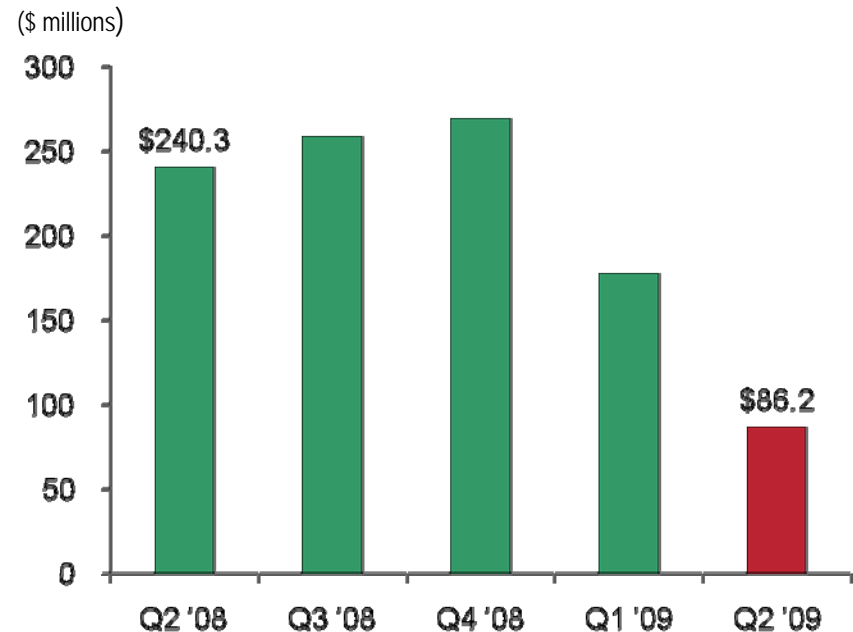
Q2 Results: Rockwell Automation

Sales



- Sales decreased 25% YOY, 18% excluding currency translation
- Sales decreased 11% sequentially

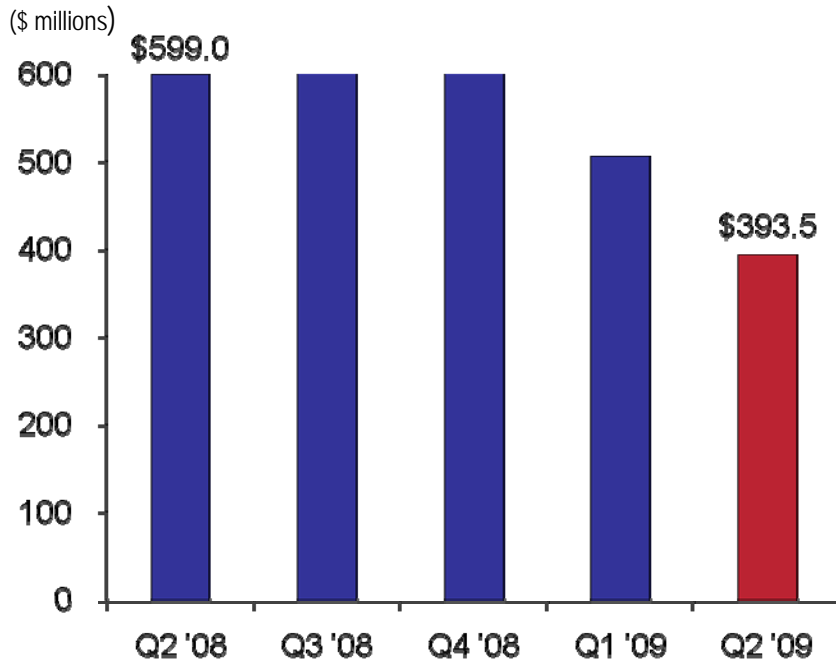
Segment Operating Earnings



- Segment operating earnings down 64% YOY
- Decrease primarily due to significant revenue decline. Segment operating earnings also lower due to pre-tax restructuring charges and unfavorable mix, partially offset by cost reductions
- Segment operating margin contracted 9.0 pts. YOY to 8.1%

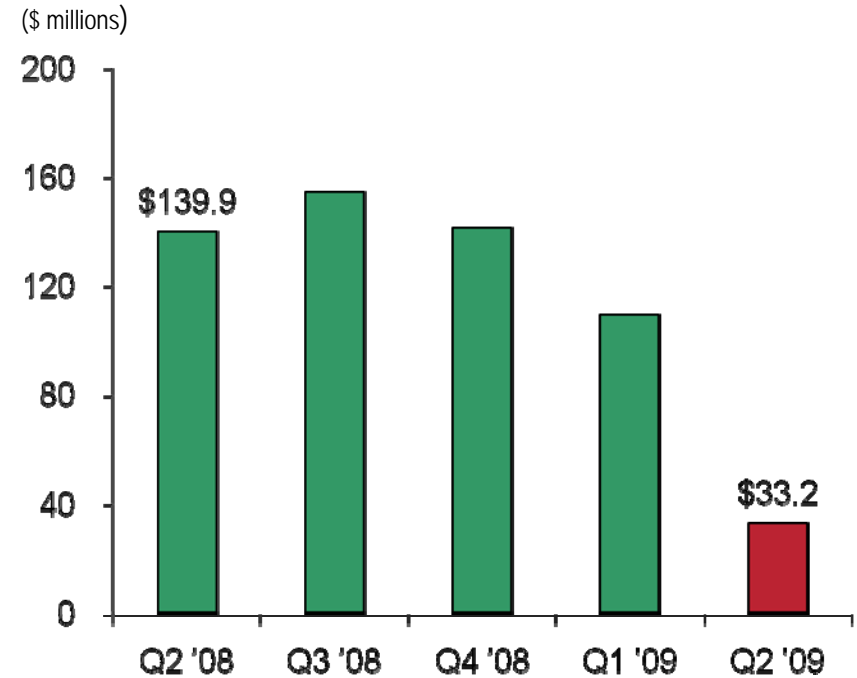
Q2 Results: Architecture & Software

Sales



- Sales decreased 34% YOY, 28% excluding currency translation
- Sales decreased 22% sequentially

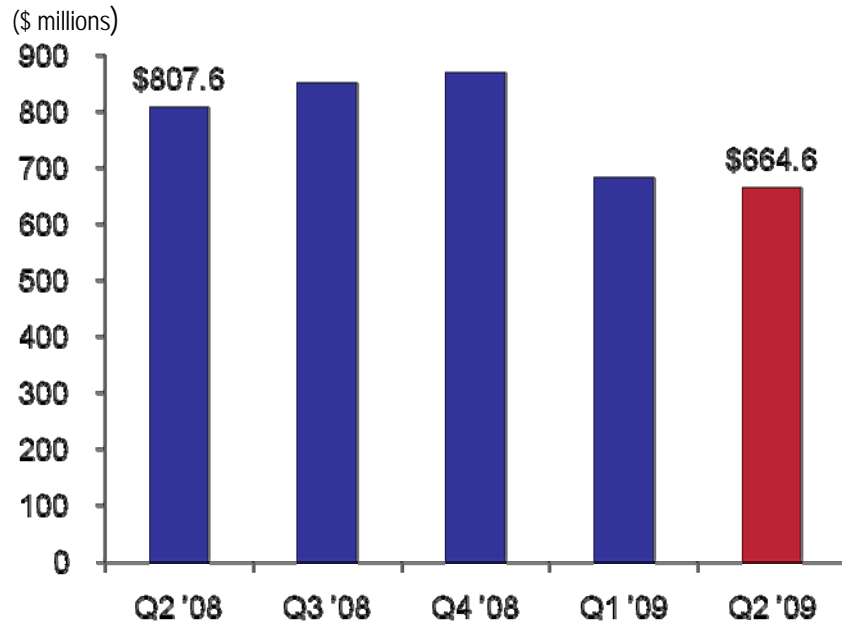
Segment Operating Earnings



- Segment operating earnings down 76% YOY
- Segment operating margin contracted 15.0 pts. YOY to 8.4%

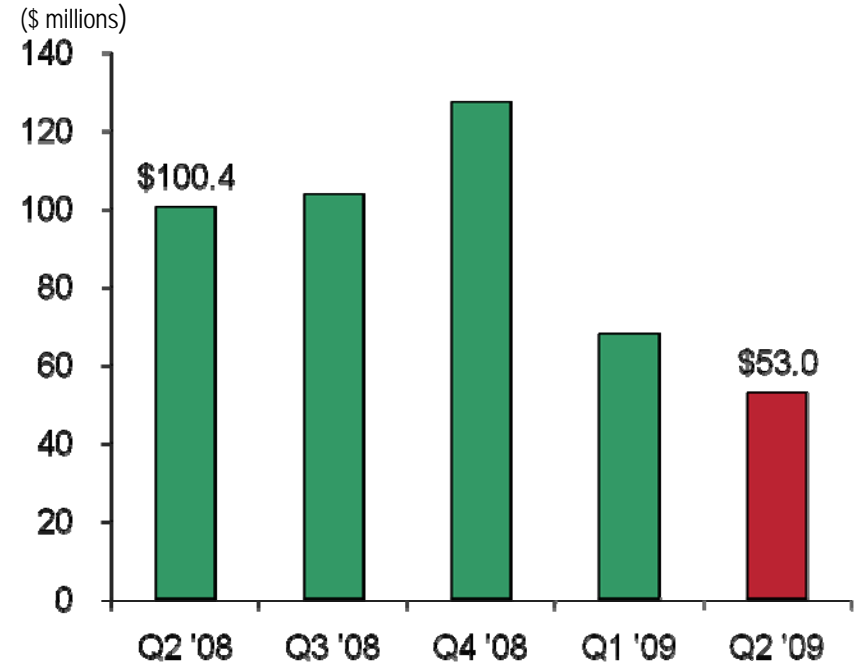
Q2 Results: Control Products & Solutions

Sales



- Sales decreased 18% YOY; 10% excluding currency translation
- Sales decreased 3% sequentially

Segment Operating Earnings



- Segment operating earnings down 47% YOY
- Segment operating margin contracted 4.4 pts. YOY to 8.0%

Q2 Results: Regional Sales

(\$ millions)

<u>Region</u>		<u>Reported Sales</u>	<u>% Change vs. Q2 08</u>	<u>Adjusted For Currency % Change</u>
U.S.	\$	538.3	-25%	-24%
Canada		62.2	-36%	-21%
EMEA		244.4	-28%	-16%
Asia-Pacific		133.3	-19%	-9%
Latin America		<u>79.9</u>	<u>-11%</u>	<u>12%</u>
TOTAL	\$	<u><u>1,058.1</u></u>	<u><u>-25%</u></u>	<u><u>-18%</u></u>

Q2 Results: Free Cash Flow

(\$ millions)

	<u>Q2 2009</u>	<u>YTD</u>
Income from Cont. Ops	\$ 40.6	\$ 156.2
Depreciation/Amortization	32.1	64.4
Receivables/Inventory/Payables	89.4	77.5
Compensation and Benefits	(18.6)	(73.6)
Other	26.9	(4.9)
Capital Expenditures	<u>(18.3)</u>	<u>(45.7)</u>
Free Cash Flow	<u>\$ 152.1</u>	<u>\$ 173.9</u>

2009 Revised Guidance

Revenue Growth	
Excluding Currency Translation	-16% to -18%
Currency Translation	-7%
Segment Operating Margin	9% to 11%
Diluted EPS ⁽¹⁾	\$1.40 - \$1.70
Free Cash Flow	~110% of Net Income

⁽¹⁾ Excludes the impact of any future restructuring actions

Note: As of April 29, 2009

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Appendix

Reconciliation to Non-GAAP Measures

Reconciliation to Non-GAAP Measures

Organic Sales

(in millions, except percentages)

	Three Months Ended March 31,								
	2009					2008			
	Sales(a)	Effect of Changes in Currency	Sales Excluding Changes in Currency(b)	Effect of Acquisitions	Organic Sales(c)	Sales(d)	Revenue Growth (Decline) (a)/(d)	Revenue Growth (Decline) x-currency (b)/(d)	Organic Growth (Decline) (c)/(d)
United States	\$ 538.3	\$ 5.2	\$ 543.5	\$ (0.4)	\$ 543.1	\$ 717.0	-25%	-24%	-24%
Canada	62.2	14.7	76.9	-	76.9	96.9	-36%	-21%	-21%
Europe, Middle East, Africa	244.4	40.8	285.2	(1.4)	283.8	337.7	-28%	-16%	-16%
Asia-Pacific	133.3	17.9	151.2	-	151.2	165.5	-19%	-9%	-9%
Latin America	79.9	20.3	100.2	-	100.2	89.5	-11%	12%	12%
Total	<u>\$ 1,058.1</u>	<u>\$ 98.9</u>	<u>\$ 1,157.0</u>	<u>\$ (1.8)</u>	<u>\$ 1,155.2</u>	<u>\$ 1,406.6</u>	-25%	-18%	-18%

	Three Months Ended March 31,								
	2009					2008			
	Sales(a)	Effect of Changes in Currency	Sales Excluding Changes in Currency(b)	Effect of Acquisitions	Organic Sales(c)	Sales(d)	Revenue Growth (Decline) (a)/(c)	Revenue Growth (Decline) x-currency (b)/(d)	Organic Growth (Decline) (c)/(d)
Architecture & Software	\$ 393.5	\$ 36.4	\$ 429.9	\$ (1.8)	\$ 428.1	\$ 599.0	-34%	-28%	-29%
Control Products & Solutions	664.6	62.5	727.1	-	727.1	807.6	-18%	-10%	-10%
Total	<u>\$ 1,058.1</u>	<u>\$ 98.9</u>	<u>\$ 1,157.0</u>	<u>\$ (1.8)</u>	<u>\$ 1,155.2</u>	<u>\$ 1,406.6</u>	-25%	-18%	-18%

Reconciliation to Non-GAAP Measures cont'd

Segment operating margin

(in millions, except percentages)

	<u>Three Months Ended March 31, 2009</u>	<u>Three Months Ended March 31, 2008</u>
Sales		
Architecture & Software (a)	\$ 393.5	\$ 599.0
Control Products & Solutions (b)	664.6	807.6
Total sales (c)	<u>\$ 1,058.1</u>	<u>\$ 1,406.6</u>
Segment operating earnings		
Architecture & Software (d)	\$ 33.2	\$ 139.9
Control Products & Solutions (e)	53.0	100.4
Total segment operating earnings (f)	86.2	240.3
Purchase accounting depreciation and amortization	(4.8)	(6.5)
General corporate - net	(14.7)	(16.6)
Interest expense	(15.3)	(17.5)
Special items	4.0	-
Income from continuing operations before income taxes	<u>\$ 55.4</u>	<u>\$ 199.7</u>
Segment operating margin:		
Architecture & Software (d/a)	8.4%	23.4%
Control Products & Solutions (e/b)	8.0%	12.4%
Total (f/c)	8.1%	17.1%

Reconciliation to Non-GAAP Measures cont'd

EPS excluding special items

(in millions, except per share amounts)

	Three Months Ended	
	March 31,	
	<u>2009</u>	<u>2008</u>
Income from continuing operations	\$ 40.6	\$ 142.8
Special items, net of tax	<u>(2.8)</u>	<u>-</u>
Income from continuing operations excluding special items	<u>\$ 37.8</u>	<u>\$ 142.8</u>
 Diluted Earnings Per Share		
Income from continuing operations	\$ 0.29	\$ 0.96
Special items	<u>(0.02)</u>	<u>-</u>
Income from continuing operations excluding special items	<u>\$ 0.27</u>	<u>\$ 0.96</u>
 Average diluted shares	 <u>142.1</u>	 <u>148.7</u>

Reconciliation to Non-GAAP Measures cont'd

Free Cash Flow

(in millions)

	Three Months Ended March 31, 2009	Six Months Ended March 31, 2009
Cash provided by continuing operating activities	\$ 169.9	\$ 218.7
Capital expenditures of continuing operations	(18.3)	(45.7)
Excess income tax benefit from the exercise of stock options	0.5	0.9
Free cash flow	<u>\$ 152.1</u>	<u>\$ 173.9</u>

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