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Fiscal Year 2009
Third Quarter
Conference Call
July 28, 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;
 - successful execution of our cost productivity, restructuring and globalization initiatives; 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 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 and financial information 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.

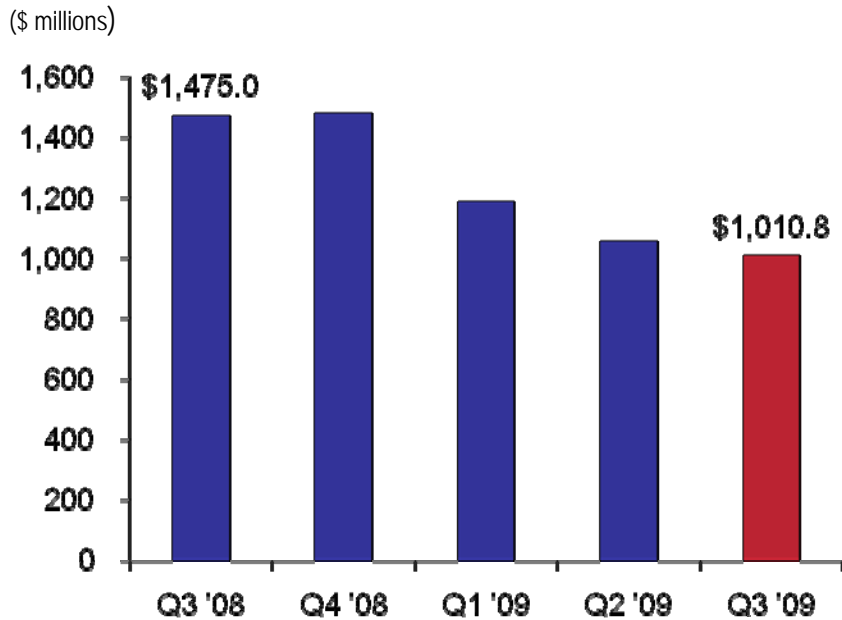
Q3 Results: Summary

(\$ millions, except per share amounts)

	<u>Q3 2009</u>	<u>Q3 2008</u>
Total Sales	<u>\$ 1,010.8</u>	<u>\$ 1,475.0</u>
Total Segment Operating Earnings	\$ 86.3	\$ 258.3
Purchase Accounting Depreciation and Amortization	(4.4)	(6.3)
General Corporate - Net	(16.3)	(21.9)
Interest Expense	(15.4)	(16.6)
Income Tax Provision	<u>(17.4)</u>	<u>(60.9)</u>
Income from Continuing Operations	<u>\$ 32.8</u>	<u>\$ 152.6</u>
Diluted EPS	<u>\$ 0.23</u>	<u>\$ 1.03</u>
Average Diluted Shares	<u>142.4</u>	<u>148.1</u>

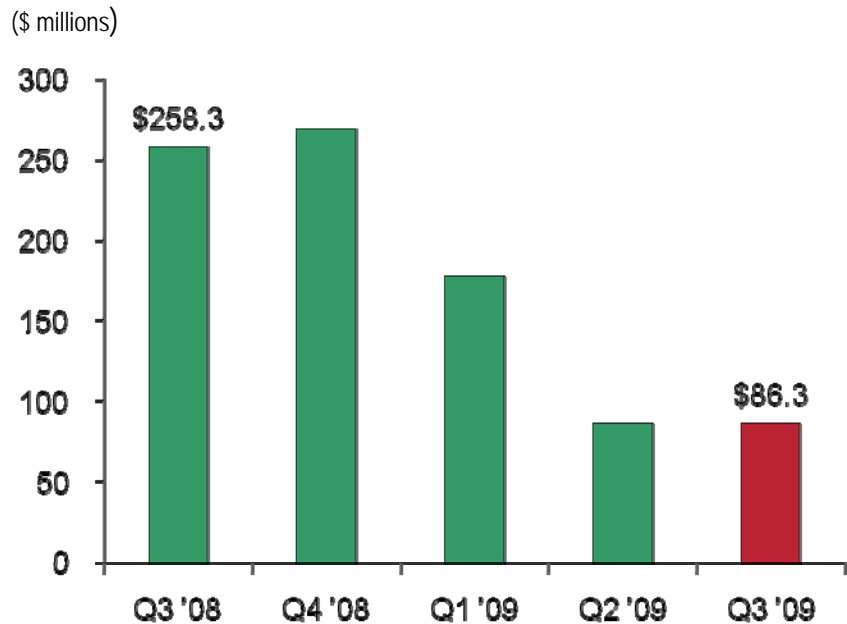
Q3 Results: Rockwell Automation

Sales



- Sales decreased 31% YOY, 5% of decrease due to currency translation, partially offset by 1% of growth from acquisitions
- Sales decreased 4% sequentially

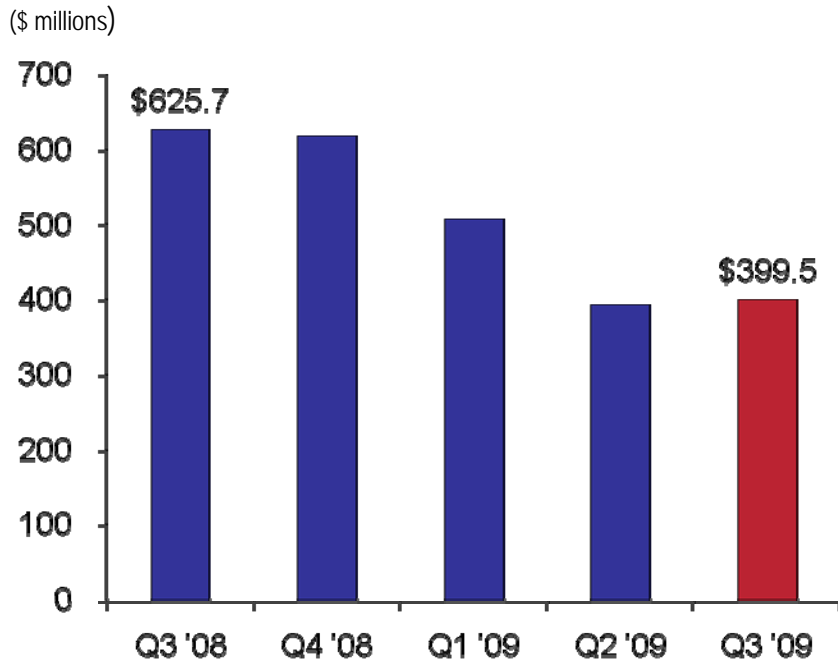
Segment Operating Earnings



- Segment operating earnings down 67% YOY
- Decrease primarily due to significant revenue decline, partially offset by cost reductions
- Segment operating margin contracted 9.0 pts. YOY to 8.5%
- Conversion margin improved primarily due to favorable mix and cost savings

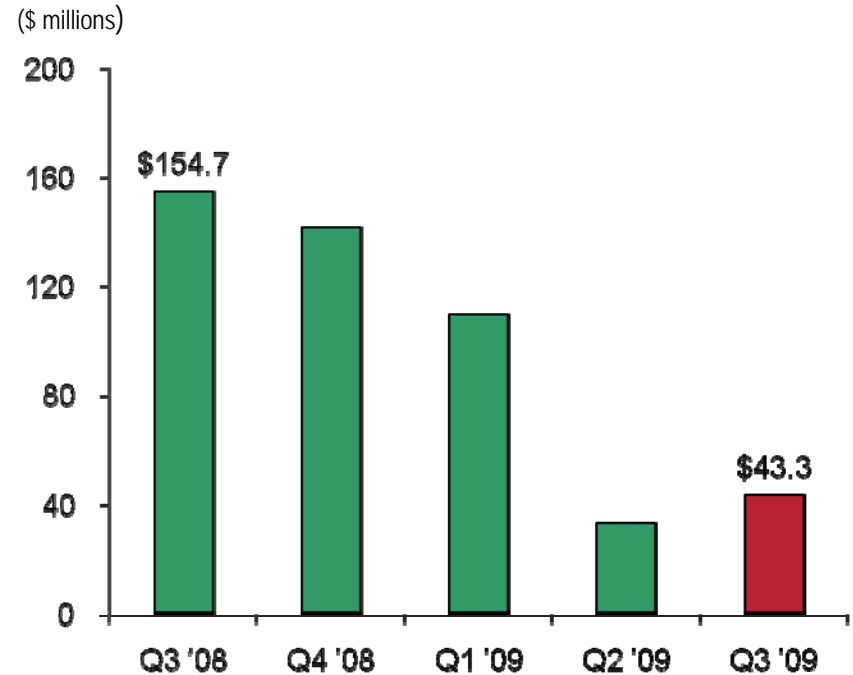
Q3 Results: Architecture & Software

Sales



- Sales decreased 36% YOY, 5% of decrease due to currency translation
- Sales increased 2% sequentially

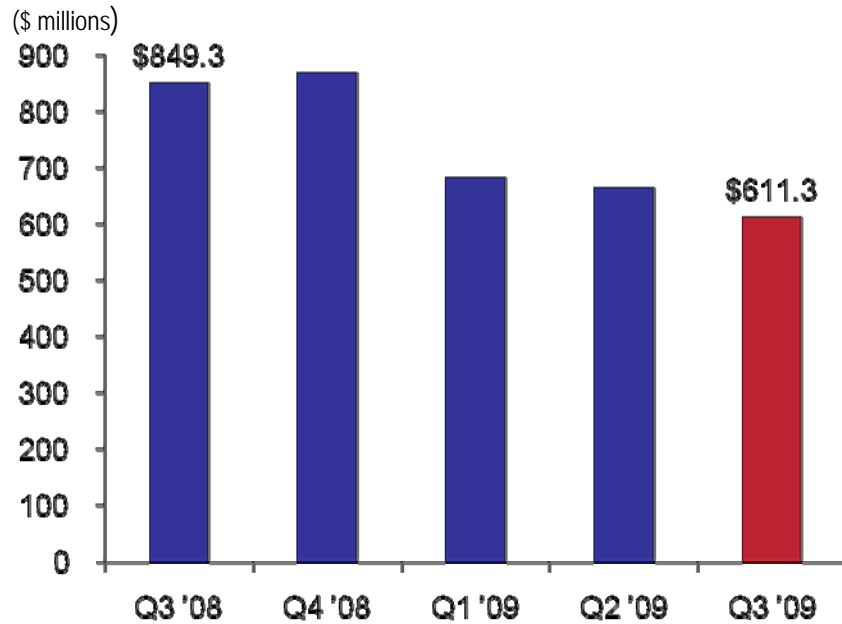
Segment Operating Earnings



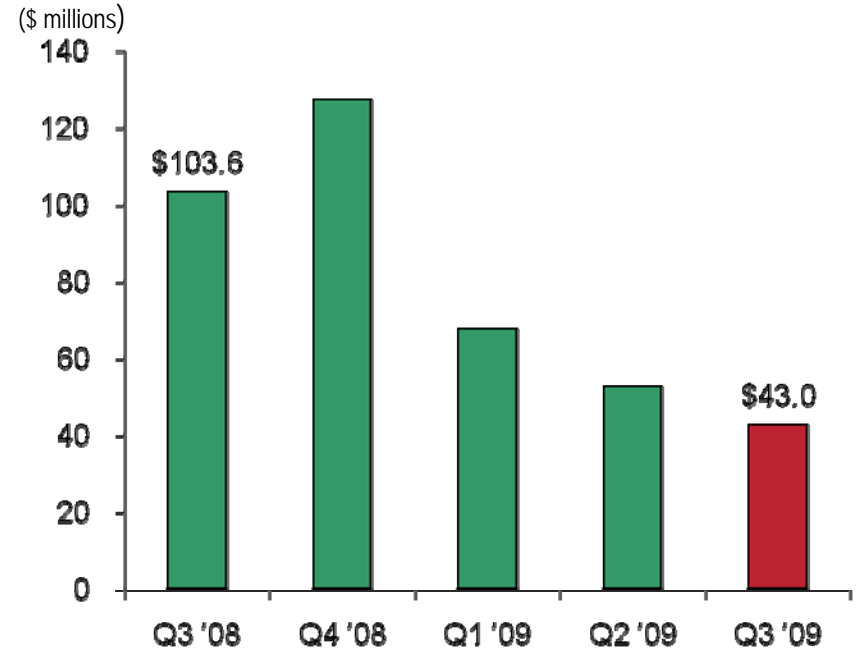
- Segment operating earnings down 72% YOY
- Segment operating margin contracted 13.9 pts. YOY to 10.8%

Q3 Results: Control Products & Solutions

Sales



Segment Operating Earnings



- Sales decreased 28% YOY, 5% of decrease due to currency translation, partially offset by 1% of growth from acquisitions
- Sales decreased 8% sequentially

- Segment operating earnings down 58% YOY
- Segment operating margin contracted 5.2 pts. YOY to 7.0%

Q3 Results: Regional Sales

(\$ millions)

<u>Region</u>		<u>Reported Sales</u>	<u>% Change vs. Q3 08</u>	<u>Adjusted For Currency % Change</u>
U.S.	\$	518.2	-29%	-29%
Canada		60.3	-42%	-35%
EMEA		219.3	-35%	-26%
Asia-Pacific		144.7	-24%	-16%
Latin America		<u>68.3</u>	<u>-38%</u>	<u>-25%</u>
TOTAL	\$	<u><u>1,010.8</u></u>	<u><u>-31%</u></u>	<u><u>-27%</u></u>

Q3 Results: Free Cash Flow

(\$ millions)

	<u>Q3 2009</u>	<u>YTD</u>
Income from Cont. Ops	\$ 32.8	\$ 189.0
Depreciation/Amortization	34.4	98.8
Receivables/Inventory/Payables	94.9	172.4
Compensation and Benefits	16.8	(56.8)
Other	11.4	6.5
Capital Expenditures	<u>(21.8)</u>	<u>(67.5)</u>
Free Cash Flow	<u>\$ 168.5</u>	<u>\$ 342.4</u>

Full year Free Cash Flow now expected to be 140% of Net Income

2009 EPS Guidance

Diluted EPS⁽¹⁾

\$1.40 - \$1.70

⁽¹⁾ Excludes the impact of any future restructuring actions

Note: As of July 28, 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 June 30,						Revenue Growth (Decline) (a)/(d)	Revenue Growth (Decline) x-currency (b)/(d)	Organic Growth (Decline) (c)/(d)
	2009					2008			
	Sales(a)	Effect of Changes in Currency	Sales Excluding Changes in Currency(b)	Effect of Acquisitions	Organic Sales(c)	Sales(d)			
United States	\$ 518.2	\$ 3.0	\$ 521.2	\$ (1.3)	\$ 519.9	\$ 731.7	-29%	-29%	-29%
Canada	60.3	8.0	68.3	(6.9)	61.4	104.5	-42%	-35%	-41%
Europe, Middle East, Africa	219.3	32.2	251.5	(0.5)	251.0	338.4	-35%	-26%	-26%
Asia-Pacific	144.7	15.2	159.9	(0.1)	159.8	189.5	-24%	-16%	-16%
Latin America	68.3	14.8	83.1	-	83.1	110.9	-38%	-25%	-25%
Total	<u>\$ 1,010.8</u>	<u>\$ 73.2</u>	<u>\$ 1,084.0</u>	<u>\$ (8.8)</u>	<u>\$ 1,075.2</u>	<u>\$ 1,475.0</u>	-31%	-27%	-27%

	Three Months Ended June 30,						Revenue Growth (Decline) (a)/(c)	Revenue Growth (Decline) x-currency (b)/(d)	Organic Growth (Decline) (c)/(d)
	2009					2008			
	Sales(a)	Effect of Changes in Currency	Sales Excluding Changes in Currency(b)	Effect of Acquisitions	Organic Sales(c)	Sales(d)			
Architecture & Software	\$ 399.5	\$ 29.2	\$ 428.7	\$ (0.6)	\$ 428.1	\$ 625.7	-36%	-31%	-32%
Control Products & Solutions	611.3	44.0	655.3	(8.2)	647.1	849.3	-28%	-23%	-24%
Total	<u>\$ 1,010.8</u>	<u>\$ 73.2</u>	<u>\$ 1,084.0</u>	<u>\$ (8.8)</u>	<u>\$ 1,075.2</u>	<u>\$ 1,475.0</u>	-31%	-27%	-27%

Reconciliation to Non-GAAP Measures cont'd

Segment operating margin

(in millions, except percentages)

	Three Months Ended June 30, 2009	Three Months Ended June 30, 2008
Sales		
Architecture & Software (a)	\$ 399.5	\$ 625.7
Control Products & Solutions (b)	611.3	849.3
Total sales (c)	<u>\$ 1,010.8</u>	<u>\$ 1,475.0</u>
Segment operating earnings		
Architecture & Software (d)	\$ 43.3	\$ 154.7
Control Products & Solutions (e)	43.0	103.6
Total segment operating earnings (f)	86.3	258.3
Purchase accounting depreciation and amortization	(4.4)	(6.3)
General corporate - net	(16.3)	(21.9)
Interest expense	(15.4)	(16.6)
Income from continuing operations before income taxes	<u>\$ 50.2</u>	<u>\$ 213.5</u>
Segment operating margin:		
Architecture & Software (d/a)	10.8%	24.7%
Control Products & Solutions (e/b)	7.0%	12.2%
Total (f/c)	8.5%	17.5%

Reconciliation to Non-GAAP Measures cont'd

Free Cash Flow

(in millions)

	Three Months Ended June 30, 2009	Nine Months Ended June 30, 2009
Cash provided by continuing operating activities	\$ 189.9	\$ 408.6
Capital expenditures of continuing operations	(21.8)	(67.5)
Excess income tax benefit from the exercise of stock options	0.4	1.3
Free cash flow	<u>\$ 168.5</u>	<u>\$ 342.4</u>

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