



## Ferraz Shawmut is Now Mersen Questions & Answers (Q&A)

### **Carbone Lorraine is now MERSEN**

Ferraz Shawmut, your supplier of electrical protection solutions, is pleased to announce that we are changing our name to MERSEN. The name change reflects our history - and more importantly our strategic direction. **Ferraz Shawmut is now MERSEN.** The annual general meeting of the shareholders of the Carbone Lorraine Group approved changing the company name to MERSEN, effective on 20<sup>th</sup> of May, 2010.

### **Q: What does this mean for Ferraz Shawmut?**

A: Ferraz Shawmut's company name will also change to MERSEN. As an example, Ferraz Shawmut in USA becomes MERSEN USA Newburyport-MA, LLC. Ferraz Shawmut SAS in France will change name to MERSEN France SB SAS.

### **Q: Are you also changing legal entities?**

A: In all cases, the actual legal entities remain the same. We are only changing the name.

### **Q: Have you merged or been bought by another company?**

No. Ferraz Shawmut has long benefited from being a part of Carbone Lorraine, a large international group which specializes in providing high-performance materials for extreme environments and solutions to enhance the reliability and safety of electrical systems. We are simply consolidating the company under one name – MERSEN.

### **Q: What about your Website?**

A: Rather than many diverse websites, we are now pleased to introduce one global website, [www.MERSEN.com](http://www.MERSEN.com), which summarizes products and services across all divisions, from high-performance materials for extreme environments to electrical protection solutions. During the name change transition, the new global website will maintain links to a limited list number of existing subdomain sites. **For example, you may access the North American site at [www.us.ferrazshawmut.mersen.com](http://www.us.ferrazshawmut.mersen.com).** Over the coming months, we will develop a deeper integration plan.

### **Q: How do you plan to transfer the goodwill of Ferraz Shawmut to MERSEN?**

A: We plan to maintain the goodwill we created with the Ferraz Shawmut brand by continuing our focus on providing unbeatable customer service and applications support, product innovation, and industry-leading expertise, under the MERSEN name. We also have a plan in place to continue communicating the benefits of the MERSEN vision and the solutions we offer to our customers and prospects.

### **Q: What about the brands?**

A: For the time being, the product brands will remain the same.

### **Q. Are you changing the types of products and services you offer?**

No. We remain your trusted supplier of electrical protection solutions, and we will continue to develop innovative new products and services to meet your needs.

### **Q. Will I have to buy my products and services differently now?**

Please continue to purchase electrical protection products through the same means you are using today.

### **Q. Will this name change affect our existing business relationship?**

No, it will not. In fact, we look forward to a long and mutually beneficial relationship. We also hope you will support this initiative by using our new name – MERSEN - and updating all your contact information on our company to reflect the new name.