

FOR IMMEDIATE RELEASE

Contact: Paul Blaiklock, 540-283-2099, paul.blaiklock@tmeic-ge.com

TMEIC opens new Branch Office in Dubai

Roanoke, Va. (May 16, 2011) – Toshiba Mitsubishi-Electric Industrial Systems Corporation (TMEIC) of Tokyo, Japan has announced the opening of a new branch office in Dubai, United Arab Emirates.

TMEIC's Dubai office will support motors, drives and substation electrical systems, primarily for the Oil & Gas segments in the regions of the Middle East and North Africa, offering solutions to the end user. The office will be managed by Mr. Kiyoyoshi Katagiri. TMEIC personnel in Japan and the USA will support the new branch.

TMEIC is headquartered in Tokyo, Japan and designs and manufactures drives, motors and complete engineered drive systems for the Metals, Oil & Gas, Material Handling, Utilities, Mining, Cement, Paper, and other industrial markets. The company has major operations in Japan, China, Singapore, India, the United Kingdom, Germany, Italy, and the United States.

For more information, contact: info@tmeic-ge.com

###

About TMEIC

Toshiba Mitsubishi-Electric Industrial Systems Corporation (TMEIC) was formed in 2003 from the merger of the industrial systems departments of Toshiba Corporation and Mitsubishi Electric Corporation. TMEIC manufactures and sells variable frequency drives, motors, and advanced automation systems for a range of industrial applications. We drive industry.