



SCHWEITZER ENGINEERING LABORATORIES, INC.

2350 NE Hopkins Court • Pullman, WA 99163-5603 USA

Phone: +1.509.332.1890 • Fax: +1.509.332.7990

www.selinc.com • info@selinc.com

FOR IMMEDIATE RELEASE

For more information, contact:

Kate Wilhite, Senior Marketing Communications Specialist

Schweitzer Engineering Laboratories, Inc. (SEL)

Phone: +1.509.336.7946

Fax: +1.509.334.8795

Email: kate_wilhite@selinc.com

SEL Announces Reduced Price on IEC 61850 Option for All Products

PULLMAN, WA — March 24, 2011 — Schweitzer Engineering Laboratories, Inc. (SEL) today announced a 60 percent price reduction on its IEC 61850 option, which is now available on all products for \$200.

The new option price comes as the result of strong sales for protection, automation, control, and communications solutions within diverse international markets and resulting economies of scale. As part of SEL's commitment to lead the industry in price, quality, features, innovation, delivery, and service, the company constantly strives to reduce the cost of product development and manufacturing in ways that also improve product quality. Cost reductions, such as the one for the IEC 61850 option, result in lower prices for customers and broader ranges of application.

IEC 61850 technology, Ethernet networking, and SEL high reliability combine to optimize station computing and protection; automation; and control for distance, current differential, distribution, transformer, bus, motor, and bay control applications.

“Utilities in Brazil, Mexico, the United States, India, Vietnam, Namibia, and many other countries rely on SEL solutions with IEC 61850 technology to maximize their power systems' reliability and safety,” said Erik Newman, SEL vice president of Sales and Customer Service. “We look forward to offering this new option price to our customers who choose IEC 61850 as a method of communication and integration.”

IEC 61850 was created to be an internationally standardized method of communication and integration and to support systems built from multivendor intelligent electronic devices (IEDs) that are networked to perform protection, monitoring, automation, metering, and control.

For more information about SEL's IEC 61850 solutions, including interoperability certificates, application guides, technical papers, and product information, please visit www.selinc.com/p130.

SEL serves the power industry worldwide through the design, manufacture, supply, and support of products and services for power system protection, monitoring, control, automation, and metering. SEL offers unmatched local technical support, a worldwide, ten-year product warranty, and a commitment to making electric power safer, more reliable, and more economical.

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