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Fiscal Year 2010
Third Quarter
Conference Call

July 28, 2010



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:
 - macroeconomic factors, including global and regional business conditions, the availability and cost of capital, and the cyclical nature of our customers' capital spending, all of which may affect demand for our offerings, and currency exchange rates;
 - 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;
 - 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.

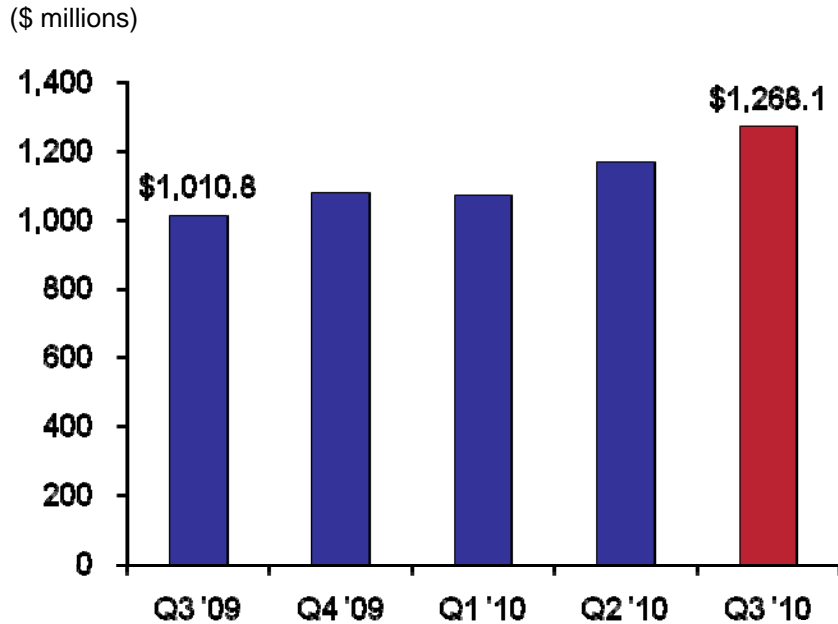
Q3 Results: Summary

(\$ millions, except per share amounts)

	<u>Q3 2010</u>	<u>Q3 2009</u>
Total Sales	\$ 1,268.1	\$ 1,010.8
Total Segment Operating Earnings	\$ 198.0	\$ 86.3
Purchase Accounting Depreciation and Amortization	(4.6)	(4.4)
General Corporate - Net	(23.1)	(16.3)
Interest Expense	(14.8)	(15.4)
Income Tax Provision	(36.1)	(17.4)
Income from Continuing Operations	<u>\$ 119.4</u>	<u>\$ 32.8</u>
Diluted EPS from Continuing Operations	<u>\$ 0.83</u>	<u>\$ 0.23</u>
Average Diluted Shares	<u>144.3</u>	<u>142.3</u>

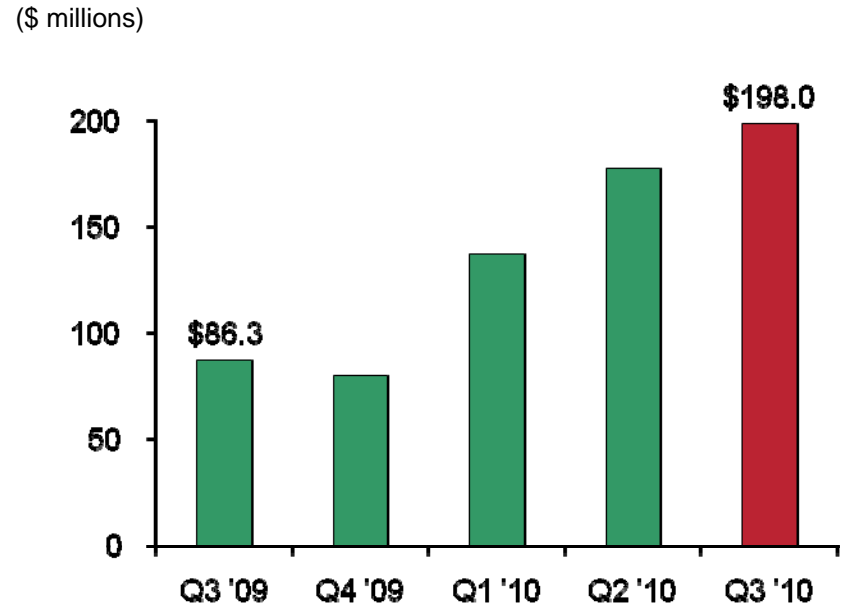
Q3 Results: Rockwell Automation Total

Sales



- Sales increased 25% YOY
- Sales increased 9% sequentially

Segment Operating Earnings

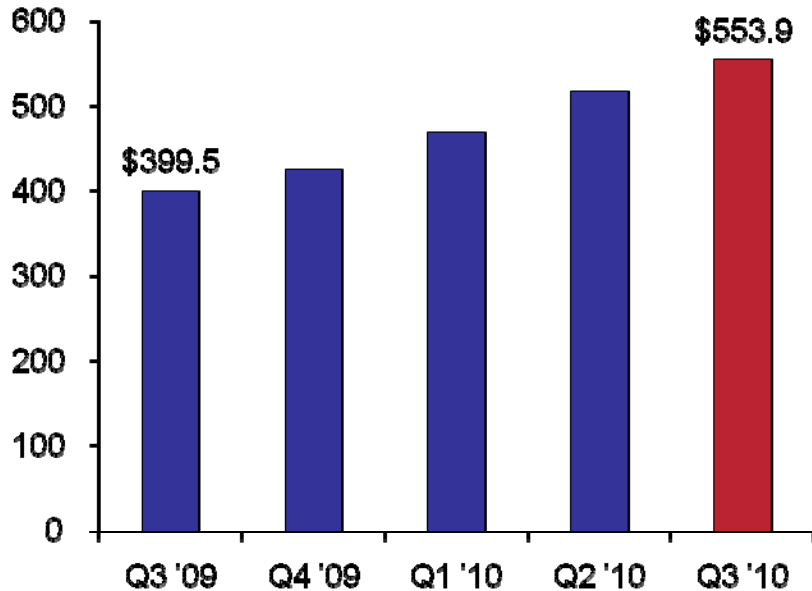


- Segment operating earnings up 129% YOY
- Segment operating margin expanded 7.1 pts YOY to 15.6%, primarily due to volume leverage partially offset by increased compensation costs and growth spending

Q3 Results: Architecture & Software

Sales

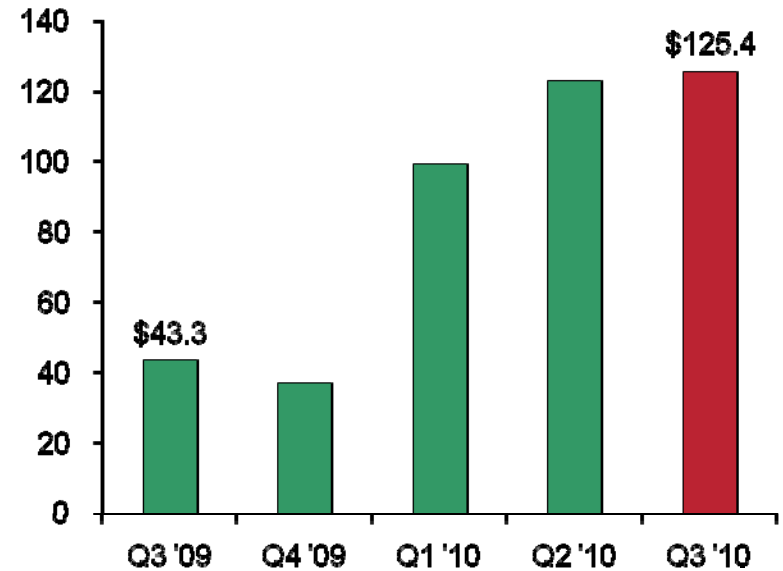
(\$ millions)



- Sales increased 39% YOY
- Sales increased 7% sequentially

Segment Operating Earnings

(\$ millions)

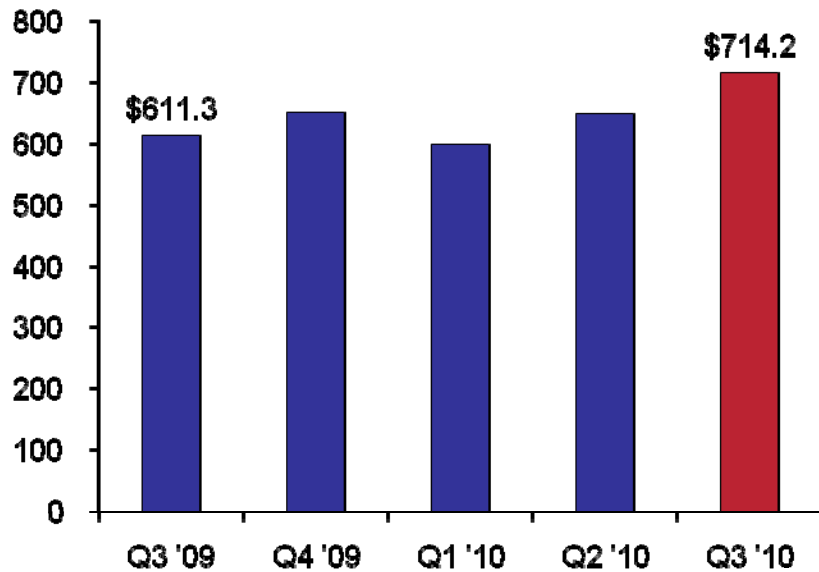


- Segment operating earnings up 190% YOY
- Segment operating margin expanded 11.8 pts YOY to 22.6%

Q3 Results: Control Products & Solutions

Sales

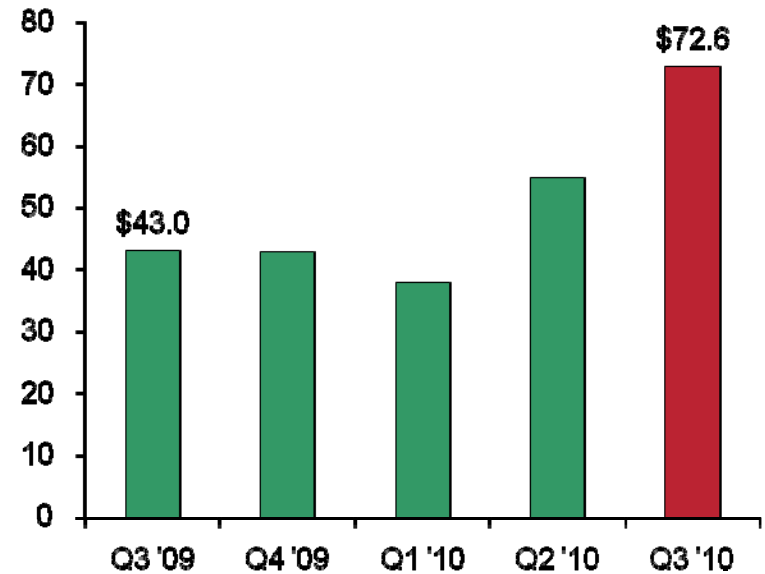
(\$ millions)



- Sales increased 17% YOY, including less than 1 pt of growth from currency translation
- Sales increased 10% sequentially

Segment Operating Earnings

(\$ millions)



- Segment operating earnings up 69% YOY
- Segment operating margin expanded 3.2 pts YOY to 10.2%

Q3 Results: Regional Sales

(\$ millions)

<u>Region</u>		<u>Reported Sales</u>	<u>% Change vs. Q3 09</u>	<u>% Change Ex-currency</u>
U.S.	\$	658.7	27%	27%
Canada		88.2	46%	30%
EMEA		240.3	10%	16%
Asia-Pacific		186.1	29%	23%
Latin America		<u>94.8</u>	39%	40%
TOTAL	\$	<u><u>1,268.1</u></u>	25%	25%

Strong year-over-year growth in all regions

Free Cash Flow

(\$ millions)

	<u>Q3 2010</u>	<u>YTD</u>
Income from Cont. Ops	\$ 119.4	\$ 309.1
Depreciation/Amortization	30.6	94.2
Retirement Benefits Expense	24.2	66.6
Receivables/Inventory/Payables	(91.4)	(197.8)
Compensation and Benefits	65.5	115.0
Income Taxes	3.0	22.2
Other	(10.9)	36.4
Capital Expenditures	<u>(23.7)</u>	<u>(54.2)</u>
Free Cash Flow	<u>\$ 116.7</u>	<u>\$ 391.5</u>

YTD Free Cash Flow 127% of Income from Cont. Ops

Allen-Bradley Drives

2010 Revised Guidance

Sales	\$~4.8B
% Change (Ex-currency)	9% to 10%
Currency Translation	2%
Diluted EPS from Continuing Operations	\$2.95 to \$3.05
Free Cash Flow	>100% of Net Income

Note: As of July 28, 2010

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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) Ex-currency (b)/(d)	Organic Growth (Decline) (c)/(d)
	2010					2009			
	Sales(a)	Effect of Changes in Currency	Sales Excluding Changes in Currency(b)	Effect of Acquisitions	Organic Sales(c)	Sales(d)			
United States	\$ 658.7	\$ (1.6)	\$ 657.1	\$ -	\$ 657.1	\$ 518.2	27%	27%	27%
Canada	88.2	(9.8)	78.4	-	78.4	60.3	46%	30%	30%
Europe, Middle East, Africa	240.3	14.6	254.9	-	254.9	219.3	10%	16%	16%
Asia-Pacific	186.1	(8.7)	177.4	-	177.4	144.7	29%	23%	23%
Latin America	94.8	0.6	95.4	-	95.4	68.3	39%	40%	40%
Total	\$ 1,268.1	\$ (4.9)	\$ 1,263.2	\$ -	\$ 1,263.2	\$ 1,010.8	25%	25%	25%

	Three Months Ended June 30,						Revenue Growth (Decline) (a)/(c)	Revenue Growth (Decline) Ex-currency (b)/(d)	Organic Growth (Decline) (c)/(d)
	2010					2009			
	Sales(a)	Effect of Changes in Currency	Sales Excluding Changes in Currency(b)	Effect of Acquisitions	Organic Sales(c)	Sales(d)			
Architecture & Software	\$ 553.9	\$ (1.0)	\$ 552.9	\$ -	\$ 552.9	\$ 399.5	39%	38%	38%
Control Products & Solutions	714.2	(3.9)	710.3	-	710.3	611.3	17%	16%	16%
Total	\$ 1,268.1	\$ (4.9)	\$ 1,263.2	\$ -	\$ 1,263.2	\$ 1,010.8	25%	25%	25%

Reconciliation to Non-GAAP Measures cont'd

Segment operating margin

(in millions, except percentages)

	<u>Three Months Ended June 30, 2010</u>	<u>Three Months Ended June 30, 2009</u>
Sales		
Architecture & Software	\$ 553.9	\$ 399.5
Control Products & Solutions	714.2	611.3
Total sales	<u>\$ 1,268.1</u>	<u>\$ 1,010.8</u>
Segment operating earnings		
Architecture & Software	\$ 125.4	\$ 43.3
Control Products & Solutions	72.6	43.0
Total segment operating earnings	198.0	86.3
Purchase accounting depreciation and amortization	(4.6)	(4.4)
General corporate - net	(23.1)	(16.3)
Interest expense	(14.8)	(15.4)
Income from continuing operations before income taxes	<u>\$ 155.5</u>	<u>\$ 50.2</u>
Segment operating margin:		
Architecture & Software	22.6%	10.8%
Control Products & Solutions	10.2%	7.0%
Total segment operating margin	15.6%	8.5%

Reconciliation to Non-GAAP Measures cont'd

Free Cash Flow

(in millions)

	Three Months Ended June 30, 2010	Nine Months Ended June 30, 2010
Cash provided by (used for):		
Operating activities	\$ 135.5	\$ 433.4
Investing activities	(23.7)	(49.7)
Financing activities	(91.7)	(173.7)
Effect of exchange rate changes on cash	(11.3)	(27.6)
Cash provided by continuing operations	<u>\$ 8.8</u>	<u>\$ 182.4</u>
Cash provided by continuing operating activities	\$ 135.5	\$ 433.4
Capital expenditures of continuing operations	(23.7)	(54.2)
Excess income tax benefit from the exercise of stock options	4.9	12.3
Free cash flow	<u>\$ 116.7</u>	<u>\$ 391.5</u>

The following is a reconciliation of revenue change excluding currency translation to revenue change year-to-date for 2010 and our fiscal 2010 outlook:

	Nine months ended June 30, 2010, compared to nine months ended June 30, 2009	Fiscal Year 2010 Outlook
Revenue change excluding currency translation	4%	9% to 10%
Currency translation	3%	2%
Revenue change	<u>7%</u>	<u>11% to 12%</u>

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