



January 28, 2011

Dear Valued Customer:

The Energy Independence and Security Act (EISA), which was signed into law in 2007, went into effect on December 19, 2010. This law expands the mandated energy efficiency standards from the Energy Policy Act of 1992 (EPAct) for a wider range of industrial motors which are manufactured for sale in the United States.

North American Electric, Inc. meets or exceeds the requirements of EISA and has been in compliance with this Act well in advance of the effective date.

Now, we would like to help our customers make compliance with the new EISA requirements simple and easy to understand. North American Electric, Inc. did not need to introduce a new line of electric motors to meet the new law. Our line of NEMA Premium® motors that we introduced in 2008 meet or exceed the NEMA Premium® efficiency level requirements mandated by the new Act.

North American Electric, Inc. will be offering our customers two broad lines of energy-efficient motors:

- 1.) The upgraded standard motor line that meets the EISA efficiency levels.
- 2.) Our NEMA Premium® efficiency motor line, which provide even greater energy savings for those customers who wish to purchase motors with the industry's highest level of efficiency.

Enclosed you will find our new brochure for all of our NEMA Premium® as well as our EISA Compliant motors. If you have any questions or comments and if you wish to order additional quantities of our new brochure to hand out to your customers please contact our sales office at **(800) 884-0404** or send us an email at sales@naemotors.com.

We appreciate your business and look forward to a great year in 2011!

Best regards,

A handwritten signature in black ink that reads 'David Hackman'.

David Hackman
President