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**DAVID SCHEFFRAHN PROMOTED
TO BUSINESS DEVELOPMENT DIRECTOR, CONSUMER PRODUCTS**



DAYTON, OH (AUGUST 2, 2010) — Motoman Robotics (a division of Yaskawa America, Inc.) is pleased to announce that David Scheffrahn has been promoted to Business Development Director, Consumer Products. He will be responsible for leading the company's efforts in growing market share within the consumer products industry.

Scheffrahn joined Motoman Robotics in September 2003 as a Regional Sales Manager. Prior to that, he was the Rockwell Automation motion control specialist for the Reynolds Company, Rockwell Automation's channel partner for Texas. Scheffrahn was also a lead engineer for PMJ Automec Oy (fka Global Integration, Inc.) which designed and built robotic assembly equipment for the mobile phone industry.

Scheffrahn holds a Bachelor of Science degree in Mechanical Engineering from the University of Texas at Arlington, where he graduated cum laude with a special emphasis in multiple input, multiple output feedback control systems.

Scheffrahn and his family reside in Fort Worth, Texas.

ABOUT Motoman Robotics

Founded in 1989, the Motoman Robotics Division of Yaskawa America, Inc. has grown to become the second largest robotics company in the Americas with an installed base of over 30,000 units. Our products include robotic automation solutions for virtually every industry and robotic application including arc welding, assembly, coating, dispensing, material handling, material cutting, material removal and spot welding operations.

Motoman Robotics offers a wide array of innovative, flexible packing and palletizing solutions for the consumer products industry. With our comprehensive line of material handling robots, grippers, infeed and outfeed conveyors, slip sheet racks, pallet dispensers, bar code scanning and other various components, we can provide a low-risk solution that delivers enhanced quality, productivity and ROI.

For more information please visit our web site at www.motoman.com

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