

Frost & Sullivan Names Chloride 2009 European UPS Market Company of the Year

Analyst firm lauds Chloride for its robust growth during the economic downturn that saw its competitors being left far behind in the European UPS market

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Chloride, one of the world's leading suppliers of [Uninterruptible Power Supply \(UPS\)](#) systems and services, today announced that it has been awarded the 2009 European UPS Market Company of the Year Award by independent analyst firm Frost & Sullivan. Each year, Frost & Sullivan presents this award to a company that has demonstrated great growth strategies and implementation. The award lauds the recipient's innovation in business processes, products and/or technologies to garner leadership in customer value and market penetration.

"Chloride increased its sales by 15% in Eastern Europe in 2009 as compared to 2008 and its order book grew by around 16% during the same period, in spite of the economic downturn that began in the last quarter of 2008," explained Malavika Tohani, Research Manager, Energy & Power Systems, Frost & Sullivan. "The company's success and consistent performance can be attributed to its innovative strategies of geographic diversification, high level of customer service, focus on upcoming applications and constant product innovation."

For the 2009 European UPS Market Company of the Year, Chloride was assessed on a number of criteria, including Growth Strategy and Implementation, Degree of Innovation in Business Processes, Products and/or Technologies, and Leadership in Customer Value and Market Penetration. According to Frost & Sullivan, Chloride excelled at all of these and provided the best return on investment (ROI) for the supply and maintenance of its customers' secure power systems.

"The Company of the Year Award is a prestigious recognition of Chloride's accomplishments in the UPS market in Europe," said Franco Costa, Strategic Planning Director of Chloride. "We are constantly refreshing and enhancing our product portfolio and continue to deliver high levels of service covering, not just for UPS systems but also other equipment such as gensets and flywheels. This award and the increasing growth of Chloride are clear testimonials to our leadership and achievement."

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

About Chloride

Chloride is one of the world's leading suppliers of Uninterruptible Power Supply (UPS) systems and services. Established in 1891, Chloride offers a complete critical power solution - UPS systems, diesel generators, static switches, switchgear and associated ancillaries – all designed, installed, commissioned and maintained by Chloride to protect businesses from the damaging effects of sub-quality electrical power as well as power interruptions.

Chloride delivers exceptional reliability through its people and technology and strives to exceed expectations by offering highly effective solutions. It provides all customers with superior after sales service and support; backed up by Chloride's industry leading 24/7 remote monitoring and diagnostics system, LIFE.net.

The company is committed to sustaining the environment and fostering energy recycling, and was the first company to sign up to the EU Code of Conduct for Energy Efficiency and Quality of AC UPS, implementing a 'zero waste' testing policy. Chloride is also a member of The Green Grid, a global consortium dedicated to advancing energy efficiency in data centres and business computing ecosystems.

With its main headquarters in London and listed on the London Stock Exchange, Chloride has offices worldwide, serving blue chip customers across Europe, Asia, Australia and North and South America.

For more information visit: www.chloridepower.com