



FOR IMMEDIATE RELEASE

SeQent Joins the Rockwell Automation Encompass Program

London, ON – November 7, 2011 - SeQent (<http://www.SeQent.com>) announced today that it has become a member of Rockwell Automation Encompass™ third-party product referencing program in the Americas.

SeQent participates as an Encompass Product Partner in the Rockwell Automation PartnerNetwork™. Through Encompass Product Partners, customers can quickly locate complementary products that best solve any application challenges. These products are critical components or connectivity solutions that extend and enhance Rockwell Automation installations.

SeQent offers key products that deliver real-time, automated status messages to the entire plant floor, using visual or audible devices such as LED display/Andon boards, stack lights, and sounders or beyond the walls of the Factory to personal communication devices of all types including mobile phones of all types, pagers, and PDAs.

About SeQent

SeQent is a leading provider of real-time Wireless Alarm & Event Dispatch, Andon-Visual Display Management and Wireless Kanban solutions that accelerate decision making, improves productivity and quality — while increasing plant floor visibility and profitability. Utilizing the logic and business rules already set up in PLC's or Data Collection and Reporting Systems — SeQent sends real-time Facilities, IT Management, Production, Quality, Maintenance, IT Management information to Motorola TEAM VoWLAN smartphones, MOTOTRBO two-way radios, mobile phones, pagers, PDA's as well as LED & LCD displays.

SeQent's solutions are utilized by some of the world's largest manufacturers including: Abbott Nutrition, Chrysler, Ford Motor Company, General Motors, Georgia Pacific, Honda, Intel, Kellogg's, Toyota and WS Packaging. The company is privately held and is headquartered in London, Ontario with U.S. operations in Michigan. For further information, please visit <http://www.SeQent.com> or e-mail: sales@seqent.com

About Rockwell Automation

Rockwell Automation, Inc. (NYSE: ROK), the world's largest company dedicated to industrial automation and information, makes its customers more productive and the world more sustainable. Headquartered in Milwaukee, Wis., Rockwell Automation employs about 20,000 people serving customers in more than 80 countries.

About the Rockwell Automation PartnerNetwork

SeQent Company is part of the Rockwell Automation PartnerNetwork™ program, which includes business enterprise, sales and solutions, and product and technology partners. Through collaboration with Rockwell Automation, SeQent helps its customers improve time to market, lower total cost of ownership, better manage assets and lower manufacturing business risk. For more information, visit www.rockwellautomation.com/partners/

Encompass, and PartnerNetwork are trademarks of Rockwell Automation, Inc.

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