Franklin Electric

Shareholders Meeting

May 2008

“Safe Harbor” Statement under the Private Securities Litigation Reform Act of 1995.

Any forward-looking statements contained herein, including those relating to the Company’s financial results, business goals and sales growth, involve risks and uncertainties, including but not limited to, risks and uncertainties with respect to general economic and currency conditions, various conditions specific to the Company’s business and industry, weather conditions, new housing starts, market demand, competitive factors, changes in distribution channels, supply constraints, technology factors, litigation, government and regulatory actions, the Company’s accounting policies, future trends, and other risks which are detailed in the Company’s Securities and Exchange Commission filings, included in Item 1A of Part I of the Company’s Annual Report on Form 10-K for the fiscal year ending December 30, 2006, Exhibit 99.1 attached thereto and in Item 1A of Part II of the Company’s Quarterly Reports on Form 10-Q. These risks and uncertainties may cause actual results to differ materially from those indicated by the forward-looking statements. All forward-looking statements made herein are based on information currently available, and the Company assumes no obligation to update any forward-looking statements.

Topics

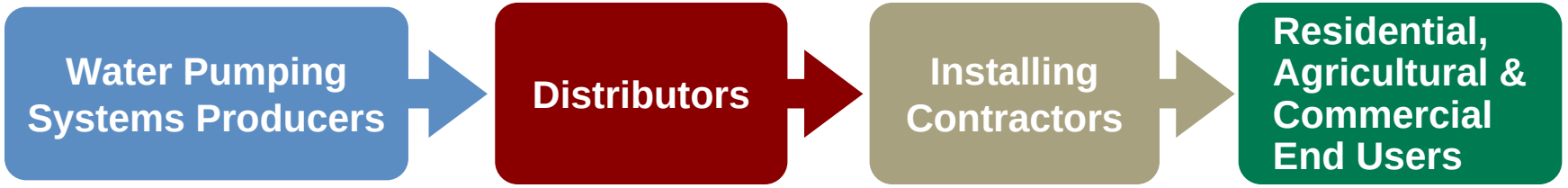
- Overview – Strategy for Growth
- Review Recent Financial Performance
- Outlook

Strategic Focus

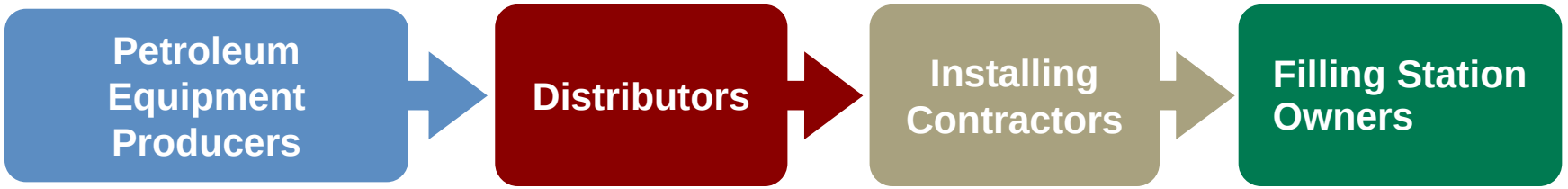
Premier Global Supplier of Pumping Systems and Components to the Residential, Agricultural and Commercial (RAC) Water Systems and Petroleum Equipment Distribution Channels

Strategic Focus

$5.8 Bil Addressable Market



$1 Bil Addressable Market



- Growing Global Demand
- Customers Value Reliability
- Franklin Brand Equity

Growth Strategy

Product Line Extensions and Geographic Expansion

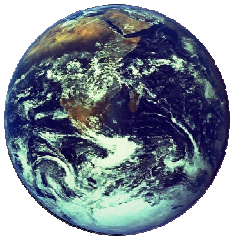
Water Systems

Franklin
Submersible Motor
1950s

Motors, Controls
and Drives
1990s

Motors, Pumps, Drives
and Controls
2004

Adjacent Pumping
Systems
2006



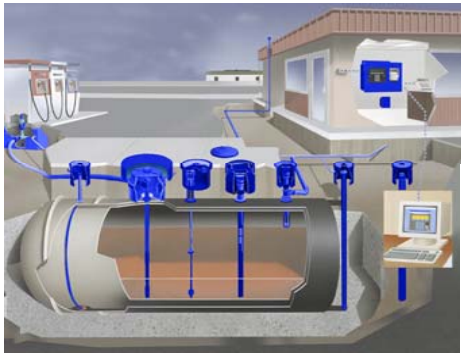
Global
Sales
Opportunity

Fueling Systems

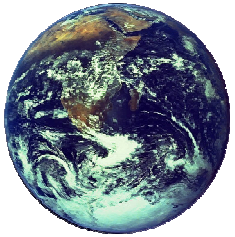
Franklin
Submersible Motor
1960s

FE Petro
Turbine Pump
1980s

FE Petro Turbine
and Drive
1990s



Adjacent Products
2000s



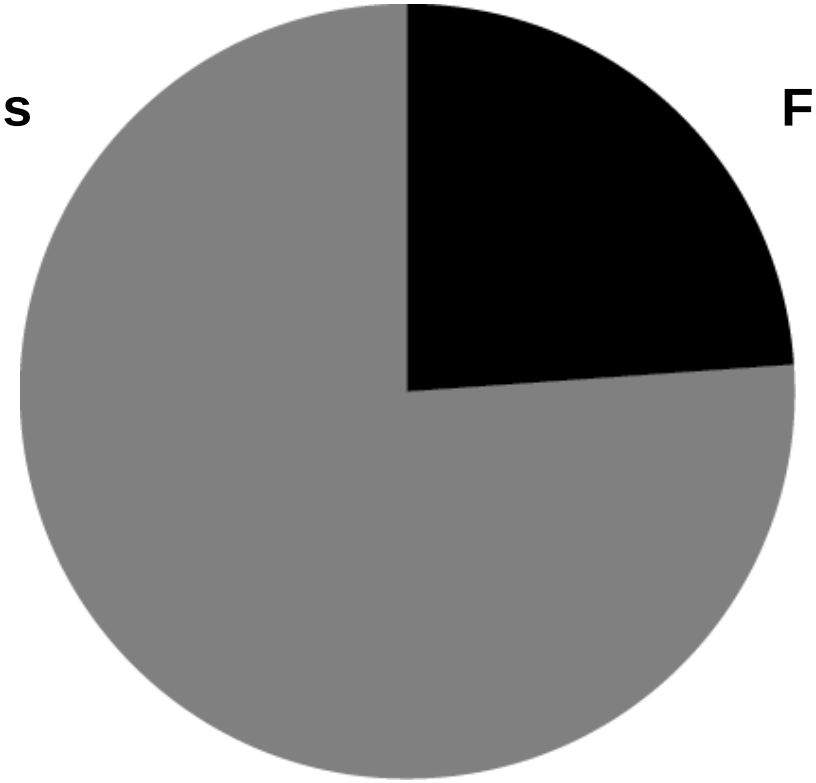
Global
Sales
Opportunity

Franklin Product Mix

Annualized Sales Run Rate Approx. $750 mil

Water Systems

76%

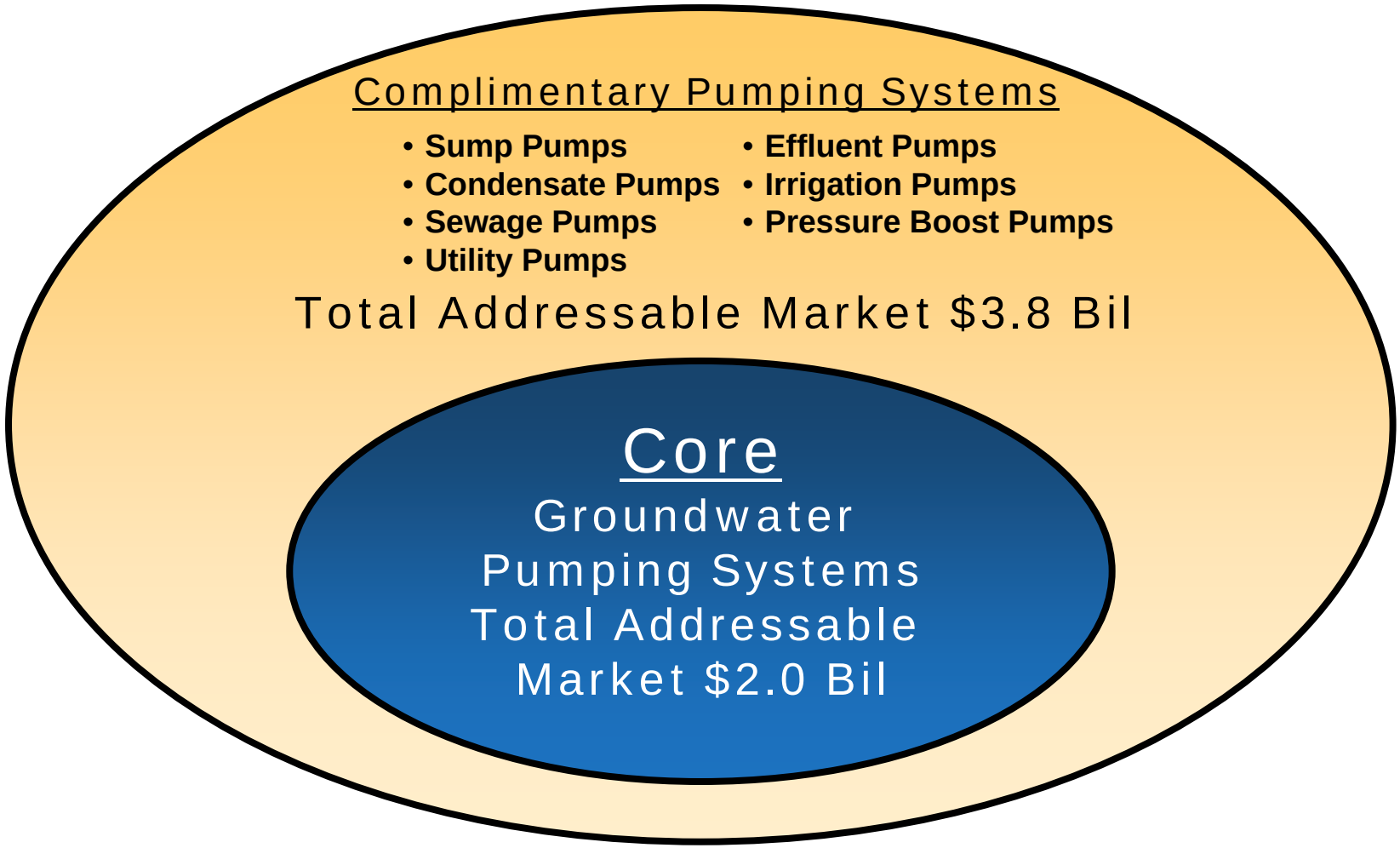


Fueling Systems

24%

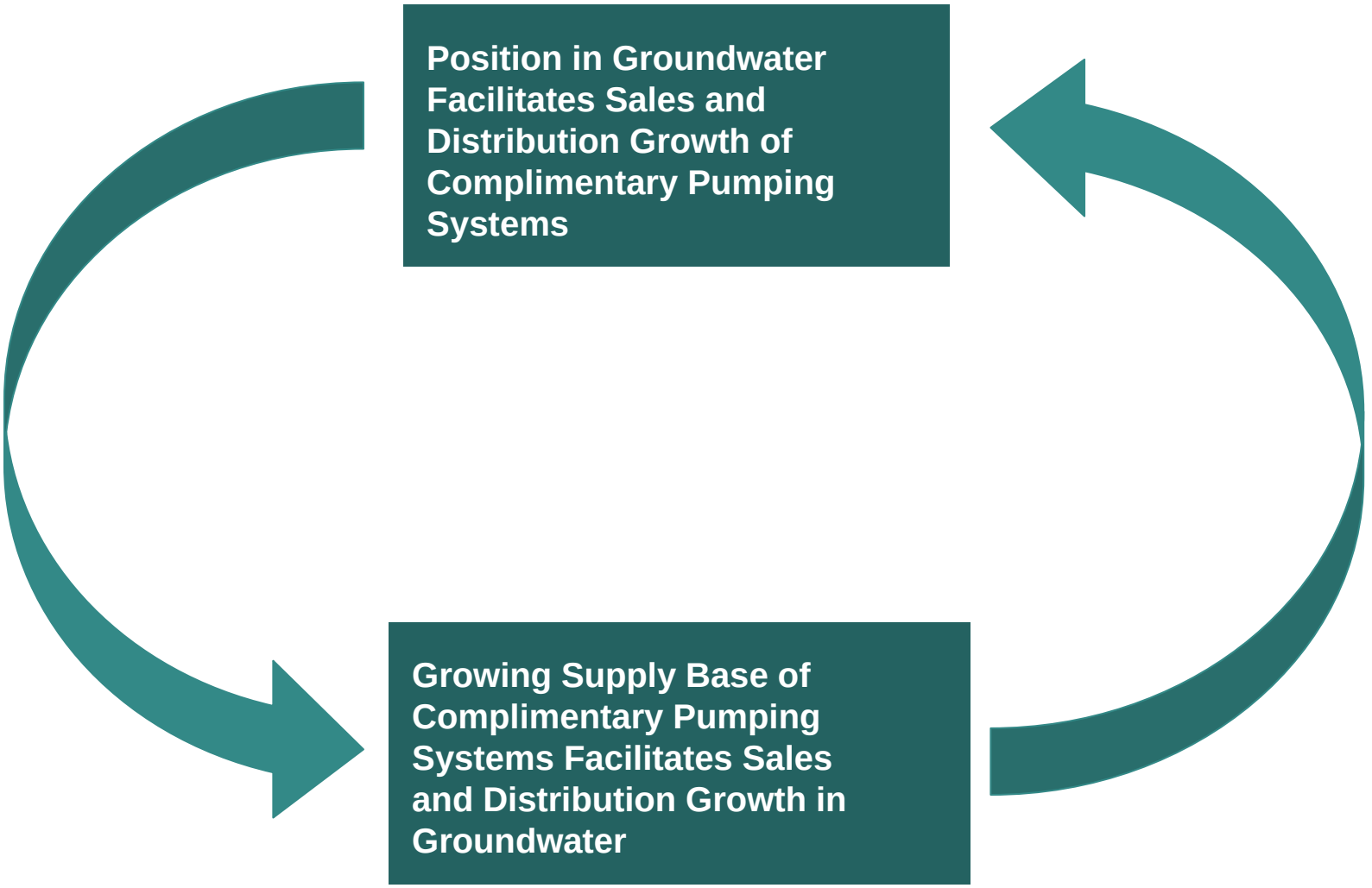
Water Systems

Core and Complimentary Products



Business Dynamic

Groundwater Capability Facilitates Building Distribution and Sales of Complimentary Products and Vice Versa



Franklin Global Market Position

Groundwater Pumping Systems

	% of $2 bil Global Addressable Market*
Franklin Electric	18-19%
Competitor A	11-13%
Competitor B	10-11%
Competitor C	9-11%
Competitor D	3-4%
All Others	42-49%
Total	**100%**

* Source – Franklin Management Estimates

Franklin Global Market Position

Residential, Agricultural and Commercial Pumping Systems

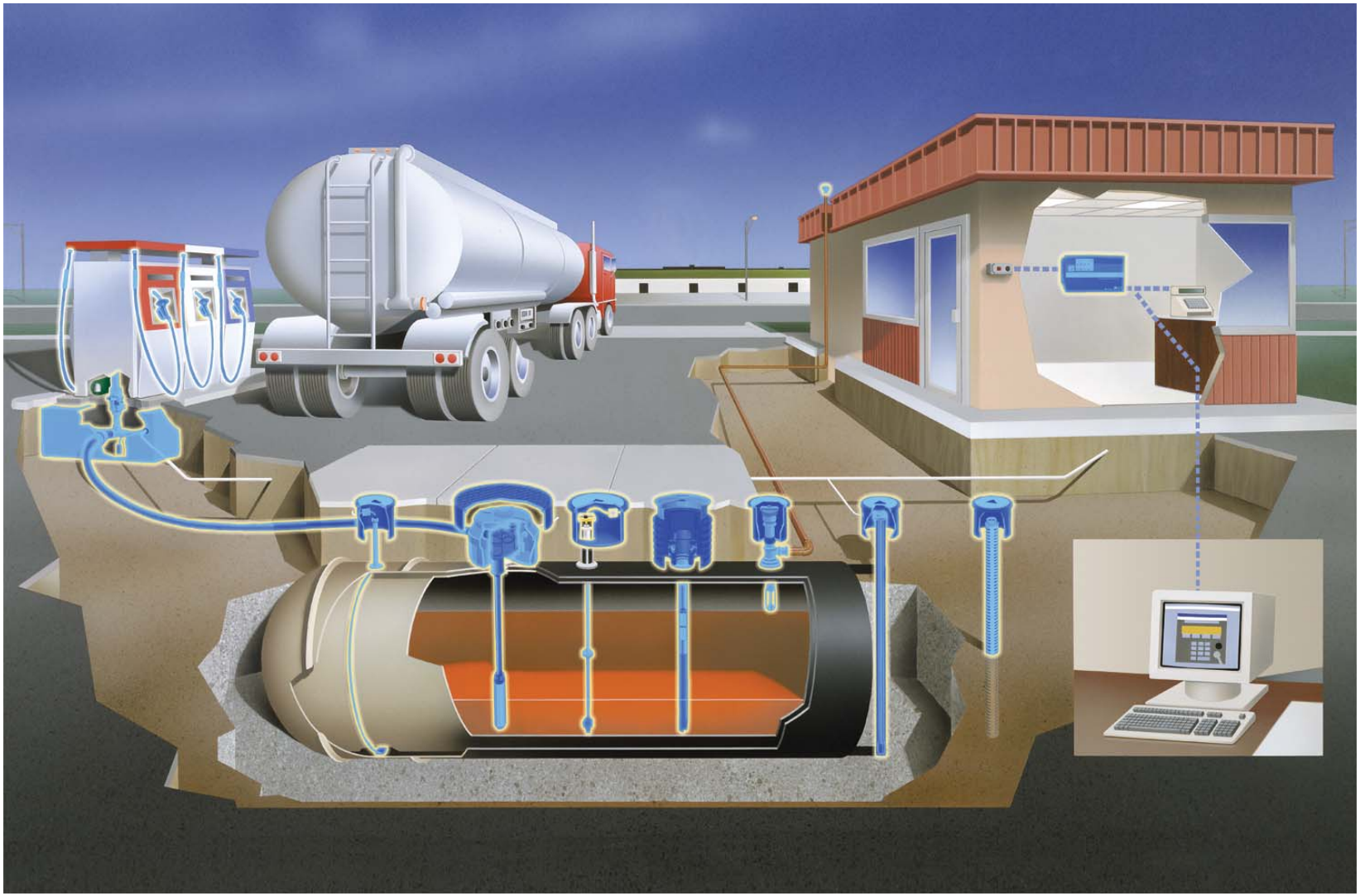
	% of $5.8 bil Global Addressable Market*
Competitor A	13-16%
Competitor B	11-12%
Franklin Electric	10-11%
Competitor C	6-8%
Competitor D	2-3%
All Others	51-59%
Total	**100%**

5-6% in 2004

* Source – Franklin Management Estimates

Fueling Systems

Product Line



Fueling Systems Growth

Process Control Products and Services:

- Vapor Control and Monitoring
- Variable Speed Pumping
- Leak Detection
- Inventory Control
- Product Adulteration Detection

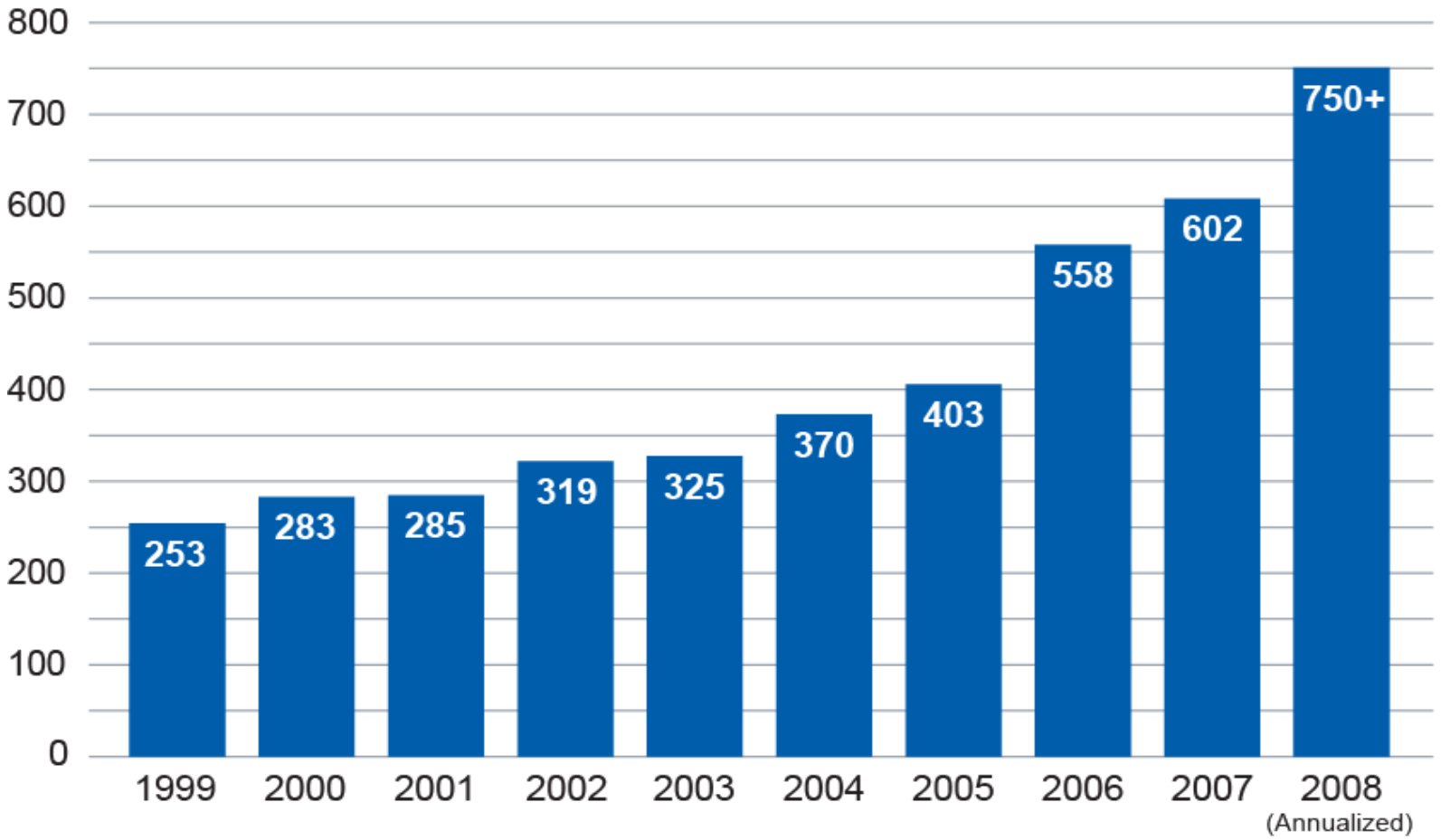
Franklin Fueling Global Market Position

Fueling Equipment*

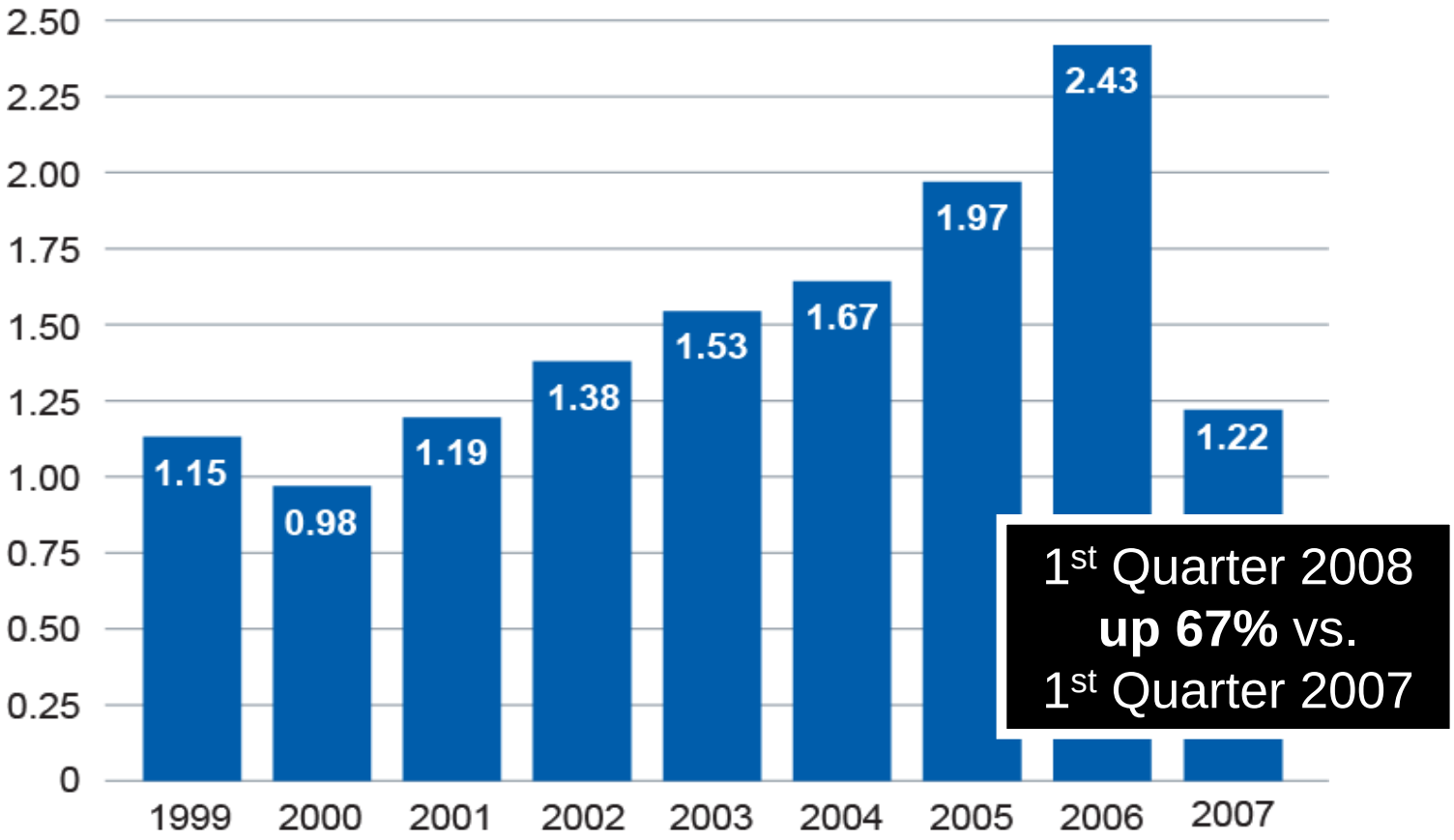
	% of $1 bil Global Addressable Market**
Franklin Electric	17%
Competitor A	12-14%
Competitor B	10-12%
All Others	57-61%
Total	**100%**

* Excludes Dispensing Systems
** Source – Franklin Management Estimates

Franklin Sales Growth

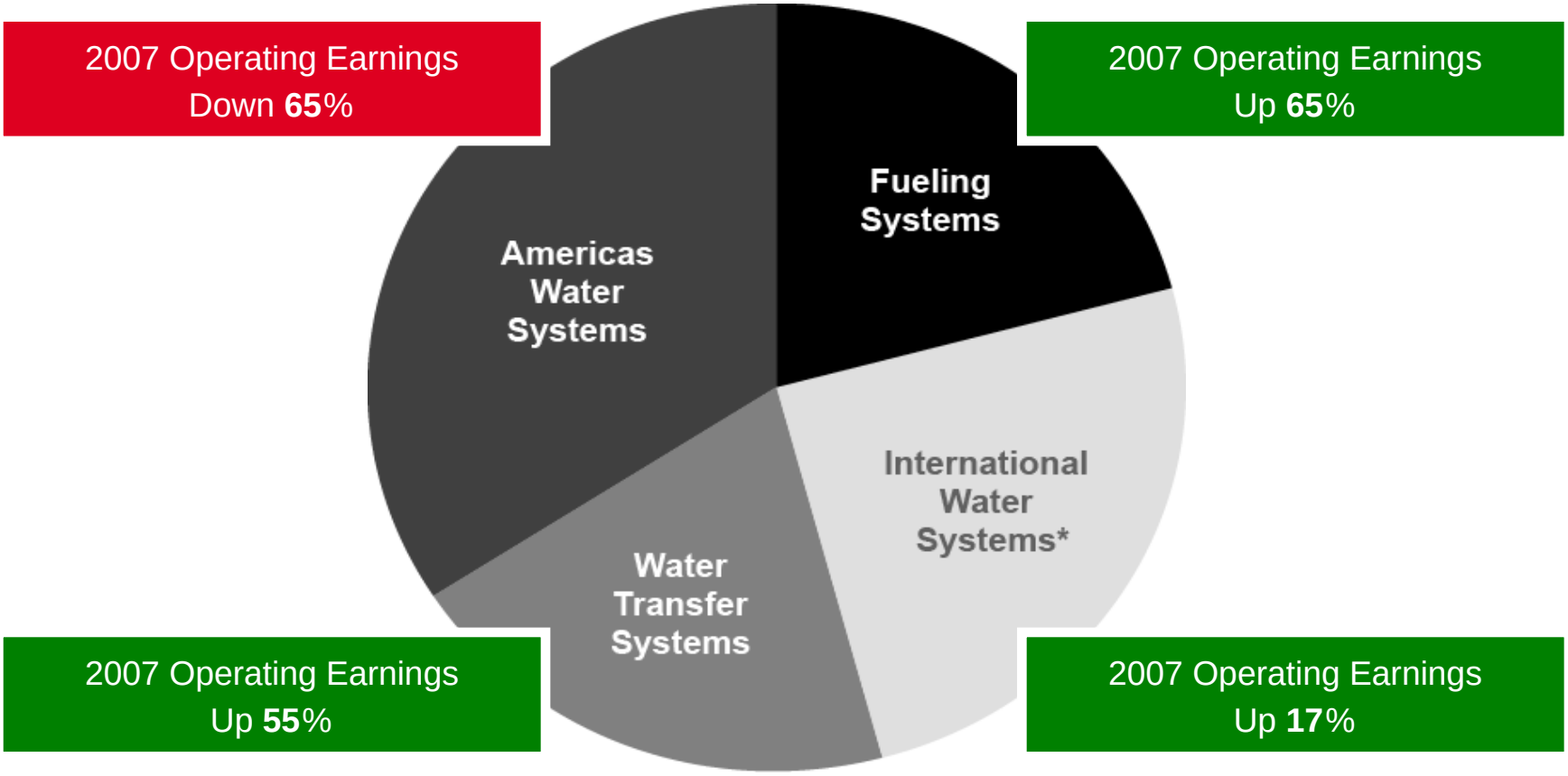


Franklin EPS



Franklin Operating Units

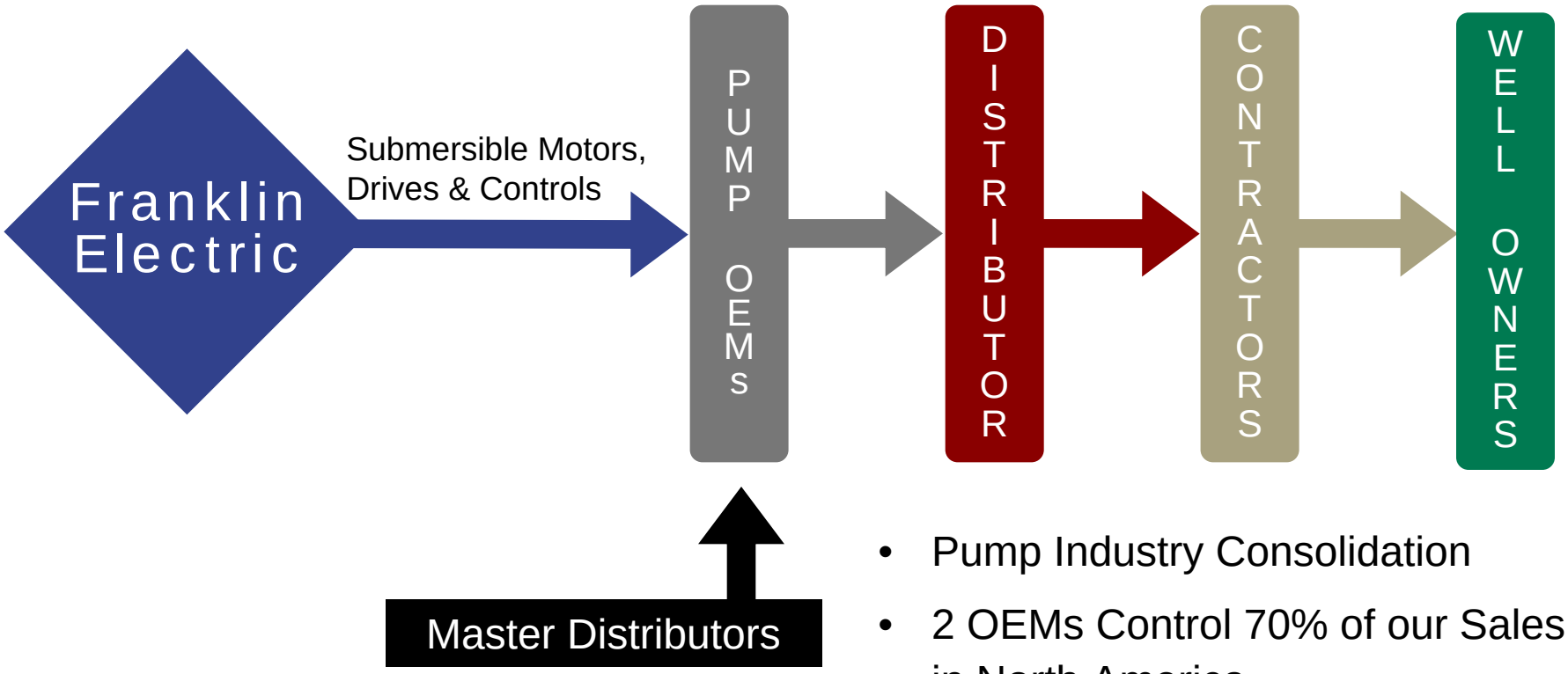
Sales Mix



* Asia/Pacific, Europa, South Africa

Americas Water Systems

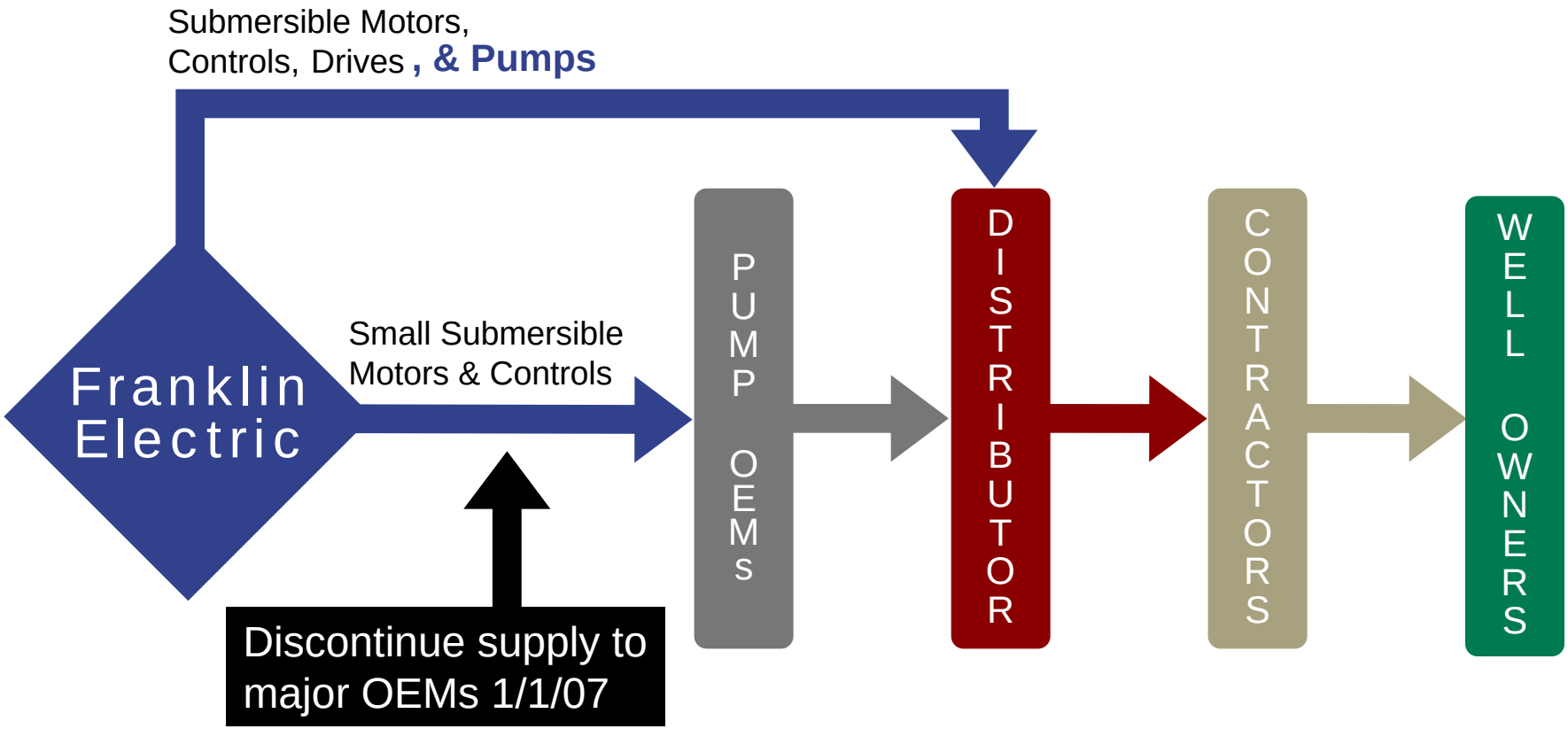
Business Model Before 2004



- Pump Industry Consolidation
- 2 OEMs Control 70% of our Sales in North America

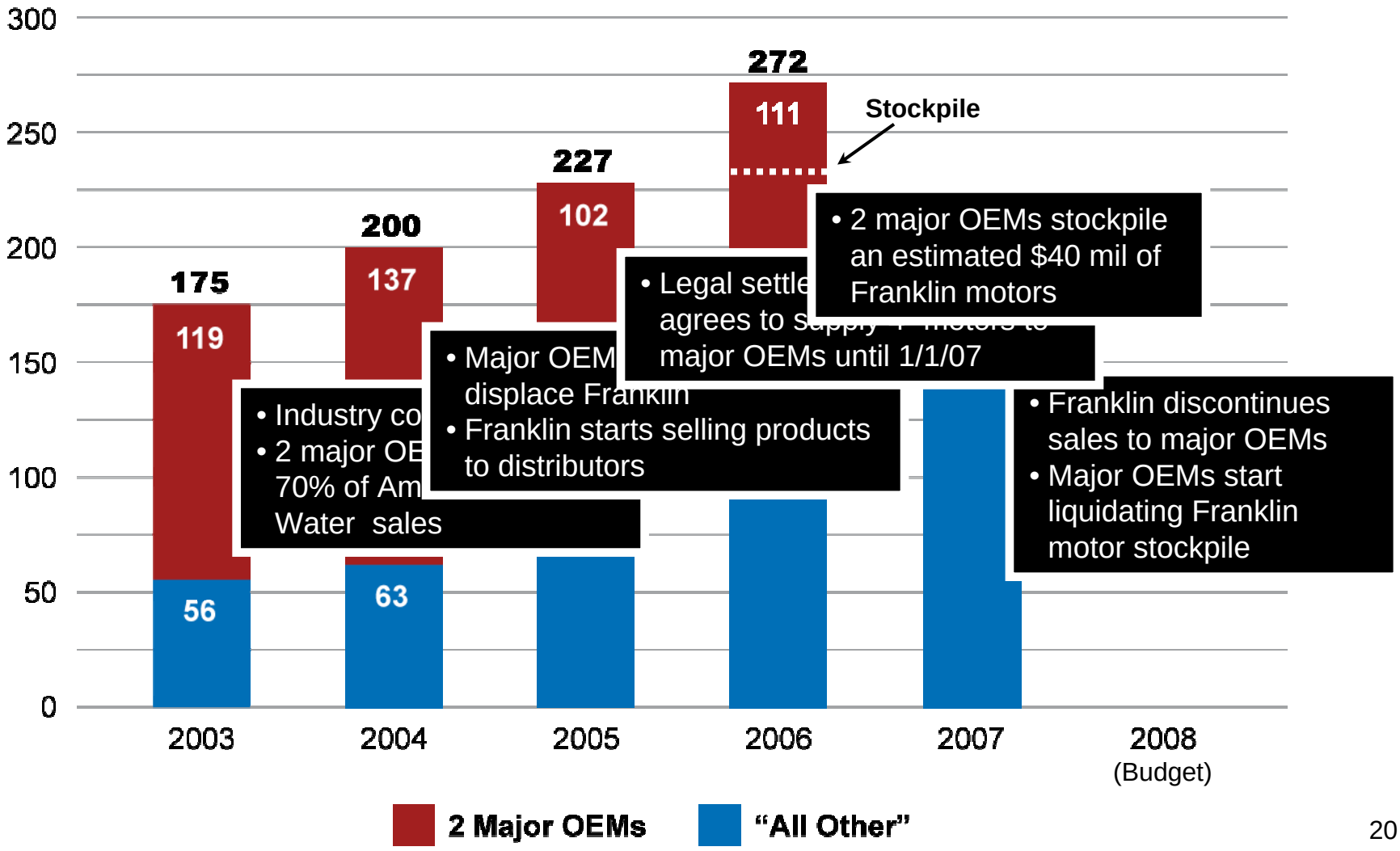
Americas Water Systems

Business Model After 2004



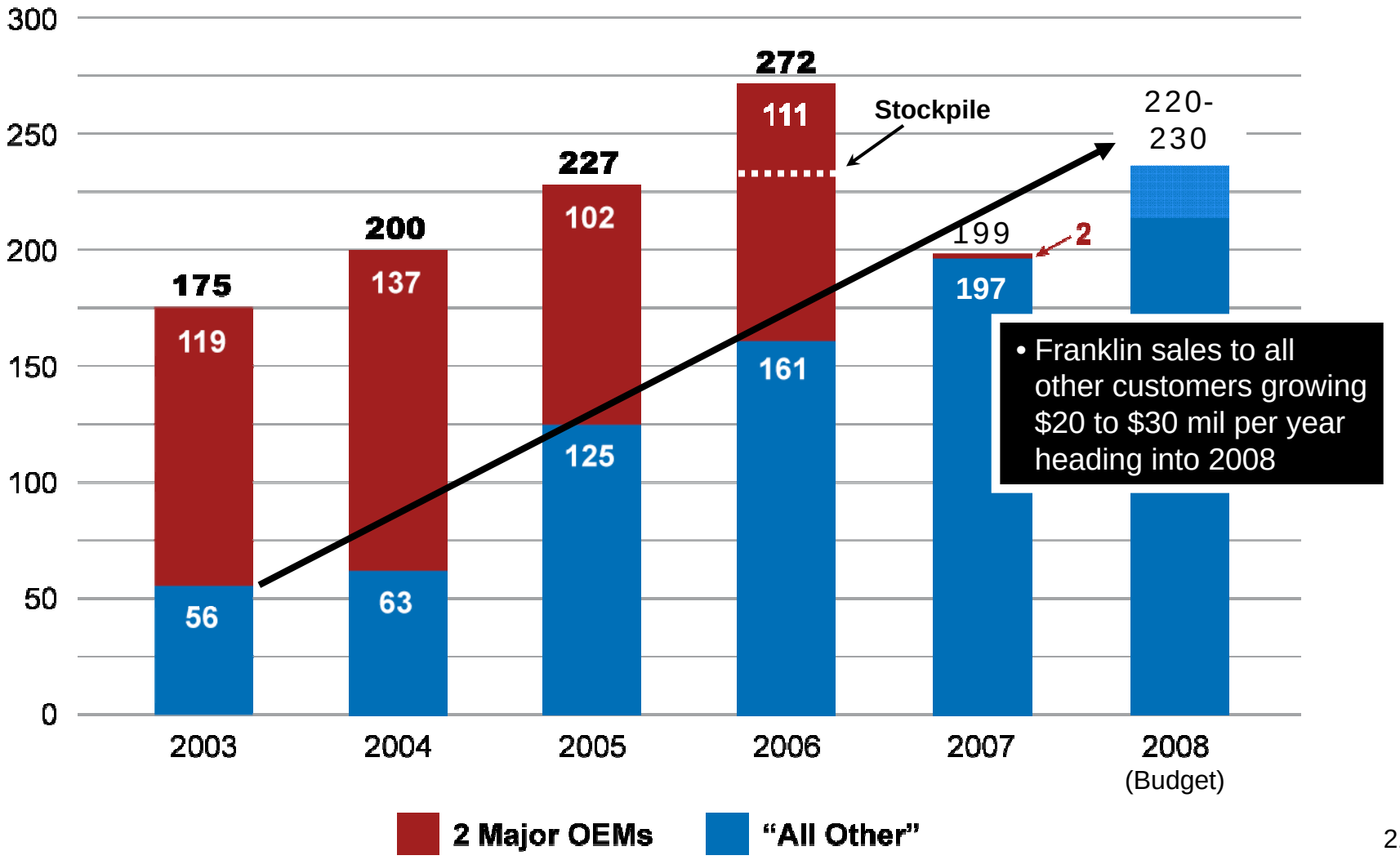
Americas Water Systems

Sales Mix



Americas Water Systems

Sales Mix



North America Water Systems Industry

4” Pump/Motor + Pump End Shipments (Units*)

	2006	2007	% change
Total Industry (WSC)	989,000	884,000	(10.6%)

2007 Franklin Shipments — Up 32% ⬆

2007 2 Major OEMs — Estimated Down 25% ⬇

Response:

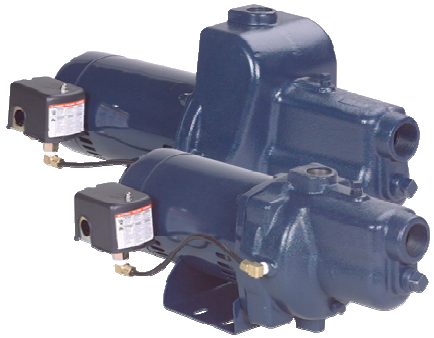
Price Discounting

* Source: Water Systems Council and Franklin Management Estimates

2007 New Product and Facility Initiatives

TRI-SEAL

VersaJet



New Linares Pump Plant

Madison Consolidation

Grant County Expansion

2007 Earnings Performance

- Fueling, International Water and Water Transfer Systems Operating Earnings
  - **Up 46%**
- Americas Water Systems Issues:
  - Stockpile Liquidation
  - Housing Recession
  - Strategic Initiatives

2008 Earnings Improvement

- Organic Sales Growth
- Fixed Spending Leverage
- Cost Reduction Initiatives
- Accretive Acquisitions

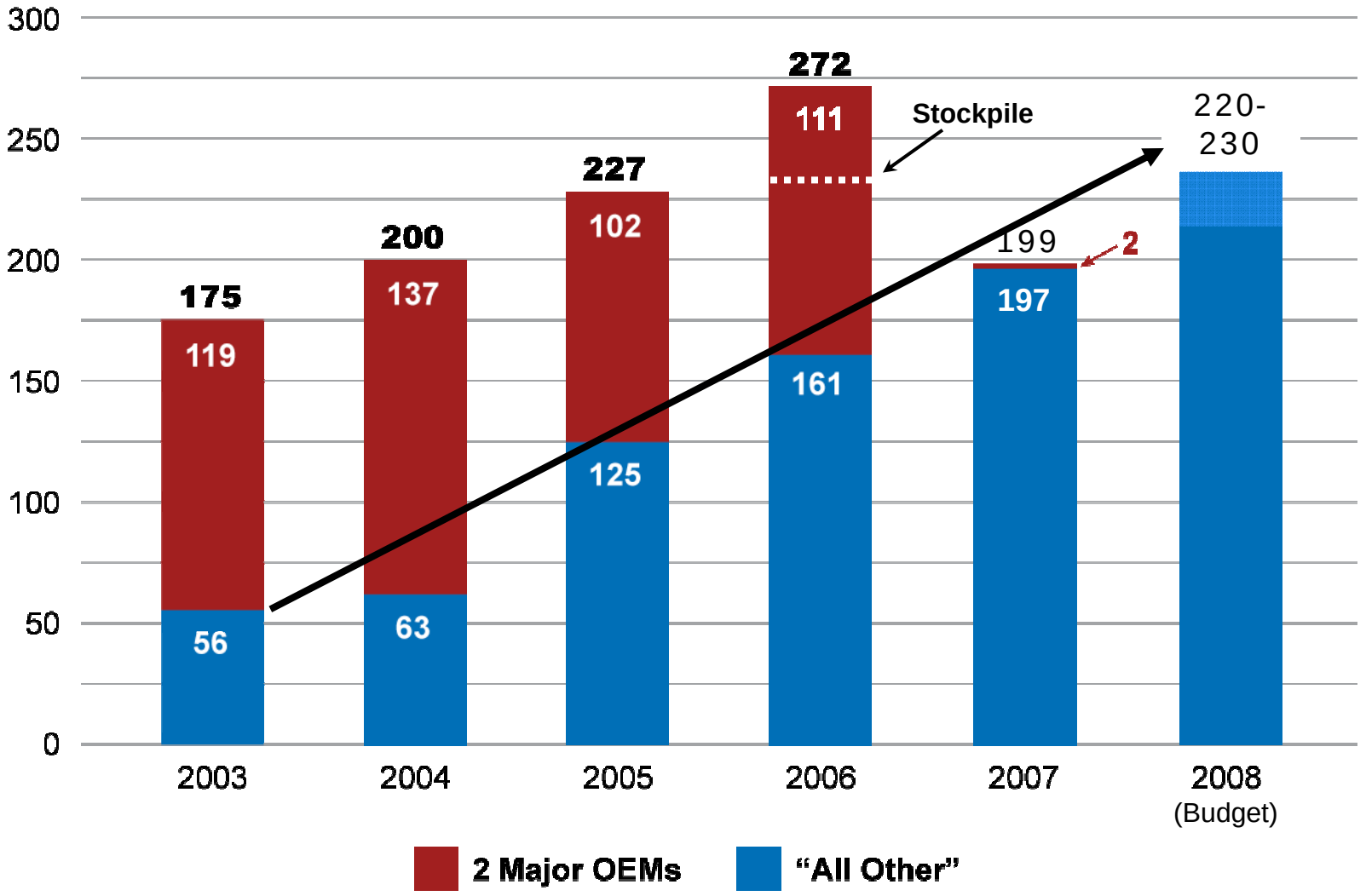
2008 Earnings Improvement

Organic Sales Growth

	2008 Organic Sales Growth Guidance	2008 1st Quarter
Global Water Systems	10%	12%
Fueling Systems	30%	31%
Total	**12%**	**17%**
Overall Sales Growth (including acquisitions)	**25%**	**34%**

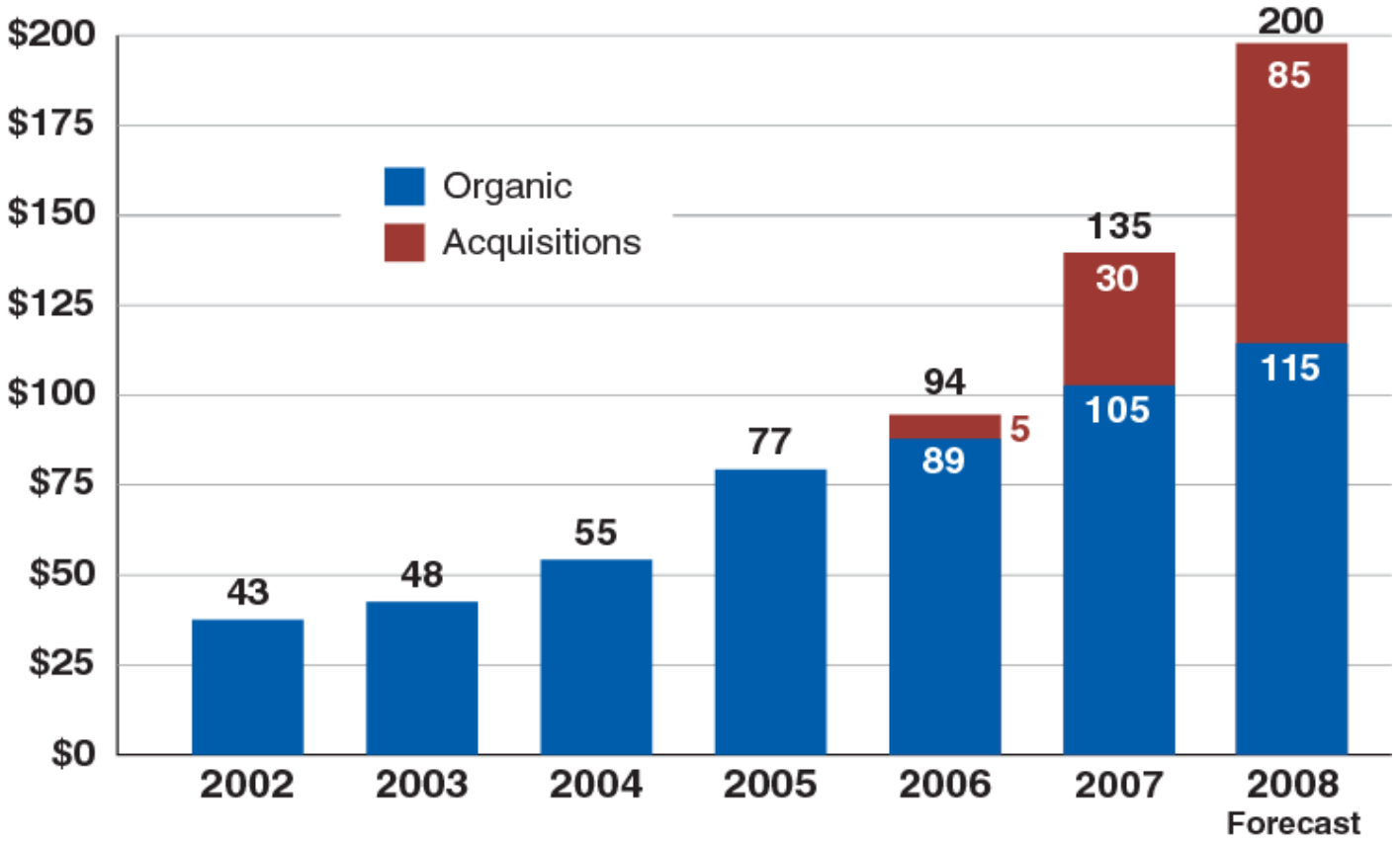
Americas Water Systems

Organic Sales Growth



Water Systems Sales in Developing Regions*

2002 – 2008 Forecast ($ 000s)



* Latin America/Brazil, Asia/Pacific, Middle East, Africa, Eastern Europe

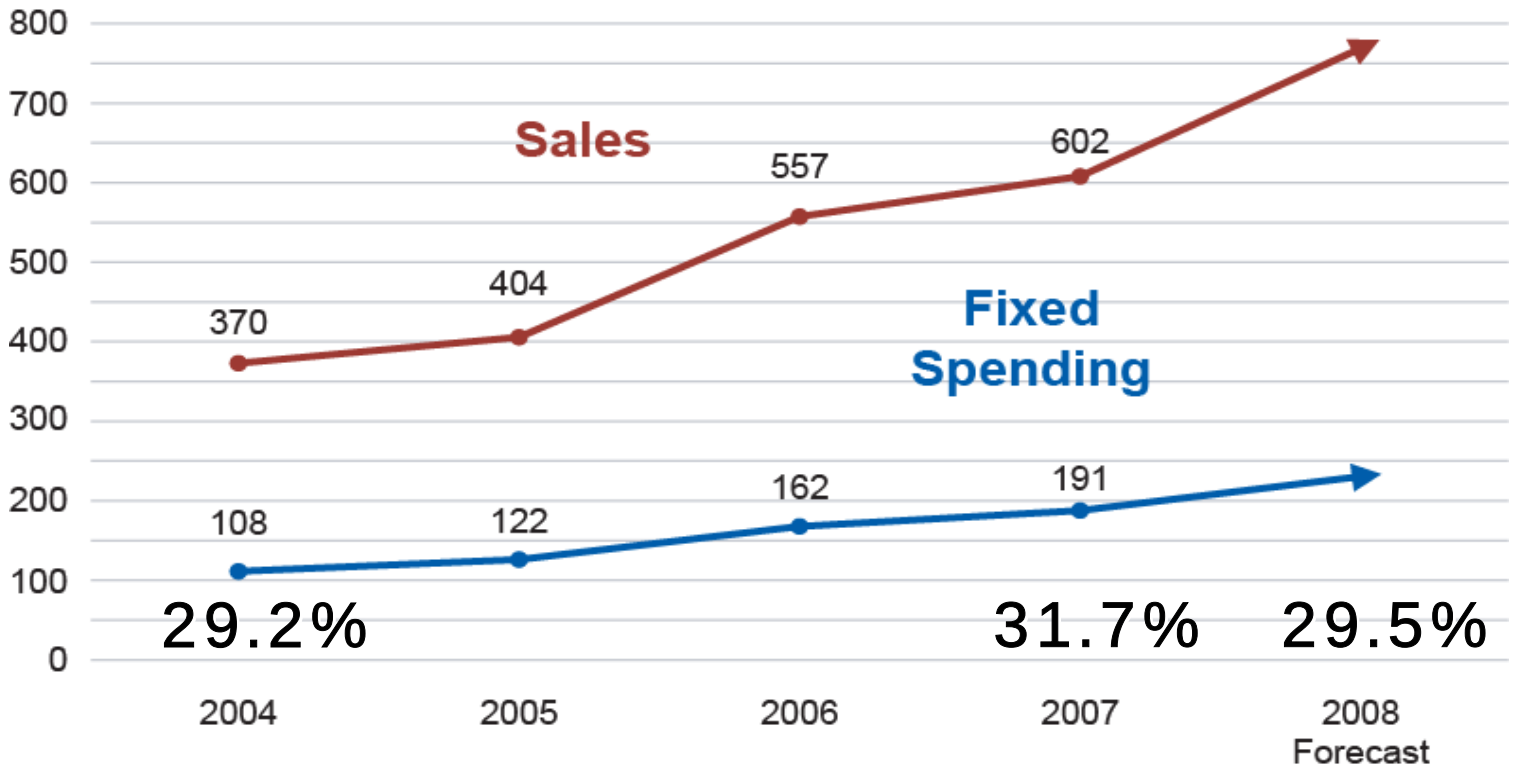
Fueling Systems Organic Sales Growth in 2008

Environmental Legislation – California Vapor Control Regulations

- **Vapor Control System Purchases**
  4/30/08 to 4/30/09 - $135 mil
- **Vapor Monitoring System Purchases**
  4/30/08 to 10/1/10 - $60 mil
- **Franklin 1 of Only 2 Approved Suppliers**
- **Other Countries/Municipalities May Follow**

2008 Earnings Improvement

Fixed Spending Leverage* ($ mil)



$14 - 17 mil Cost Improvement

* Fixed Spending = (SG & A Spending – Sales Commissions) + Fixed Manufacturing Spending + Restructuring Spending

2008 Earnings Improvement

Cost Reduction Initiatives Start to "Kick In"

- Transition to New 4" Pumps Complete (2nd Qtr. 2008)
- New Linares, Mexico Pump Plant Start-up (2nd Qtr. 2008)
- Fueling Consolidation in Madison (4th Qtr. 2007)
- Wittlich & Siloam Springs Rightsizing (January 2008)

$7 - 10 mil Cost Improvement

2008 Earnings Improvement

Accretive Acquisitions

Pump Brands
(Southern Africa)
Sales $35 Mil

Monarch Pumps
(Canada & US)
Sales $33 Mil

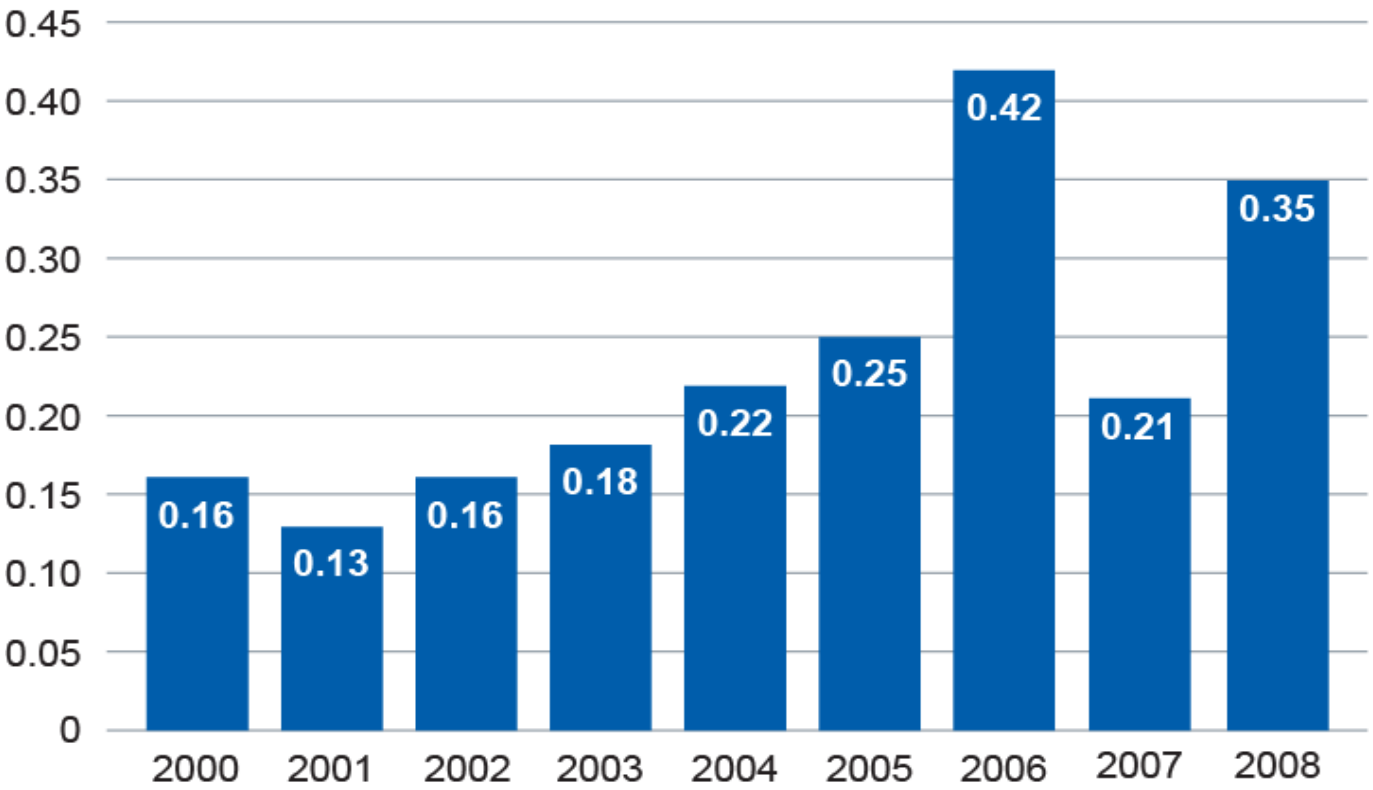
Bombas Schneider
(Brazil)
Sales $44 Mil

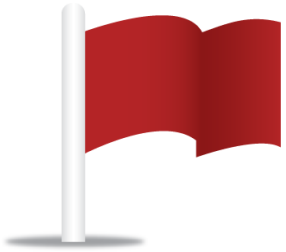
2008 Earnings Improvement

- Organic Sales Growth
- Fixed Spending Leverage
- Cost Reduction Initiatives
- Accretive Acquisitions

1st Quarter EPS

2000 – 2008

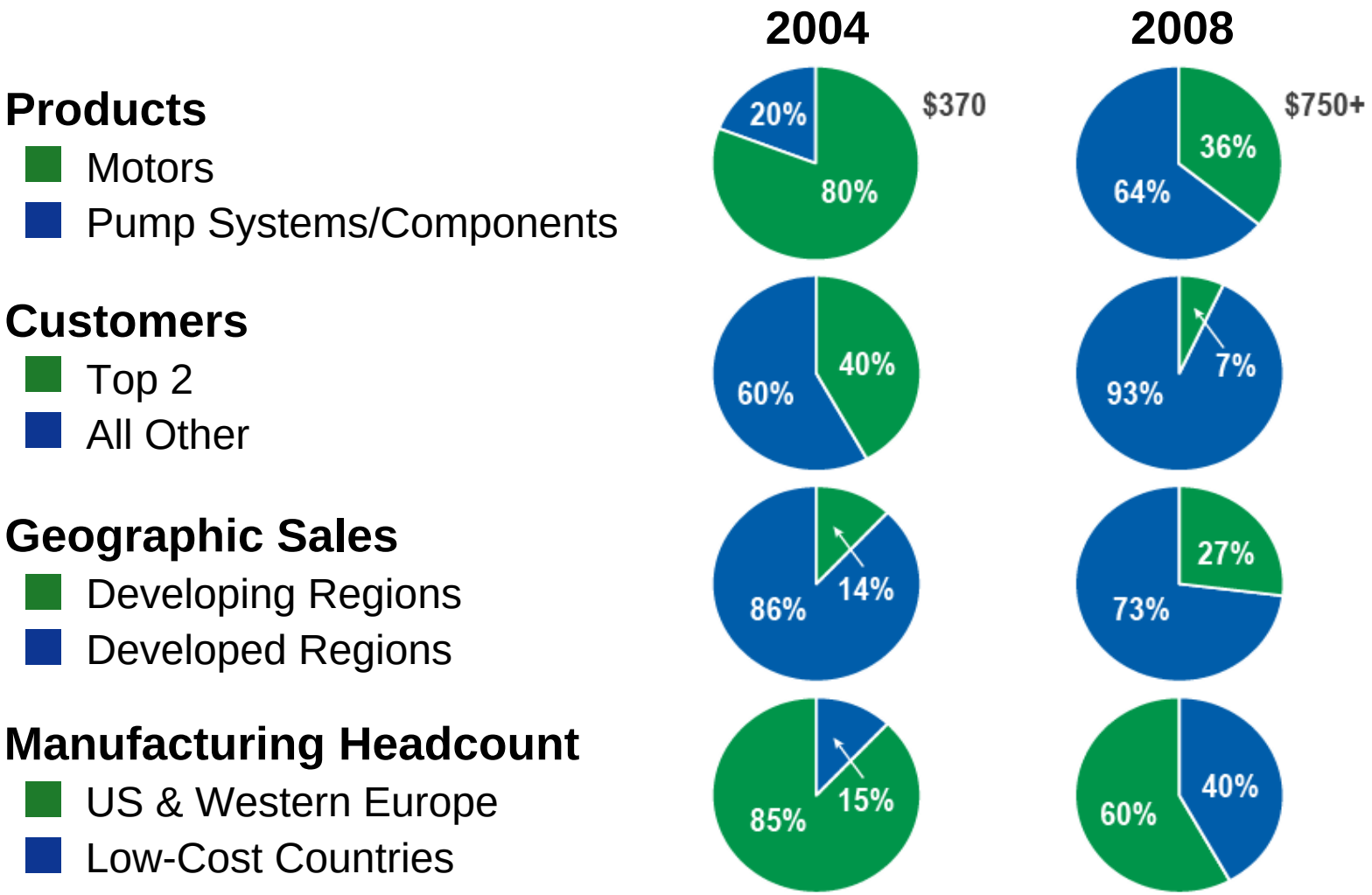




- **Raw Material and Freight Inflation**

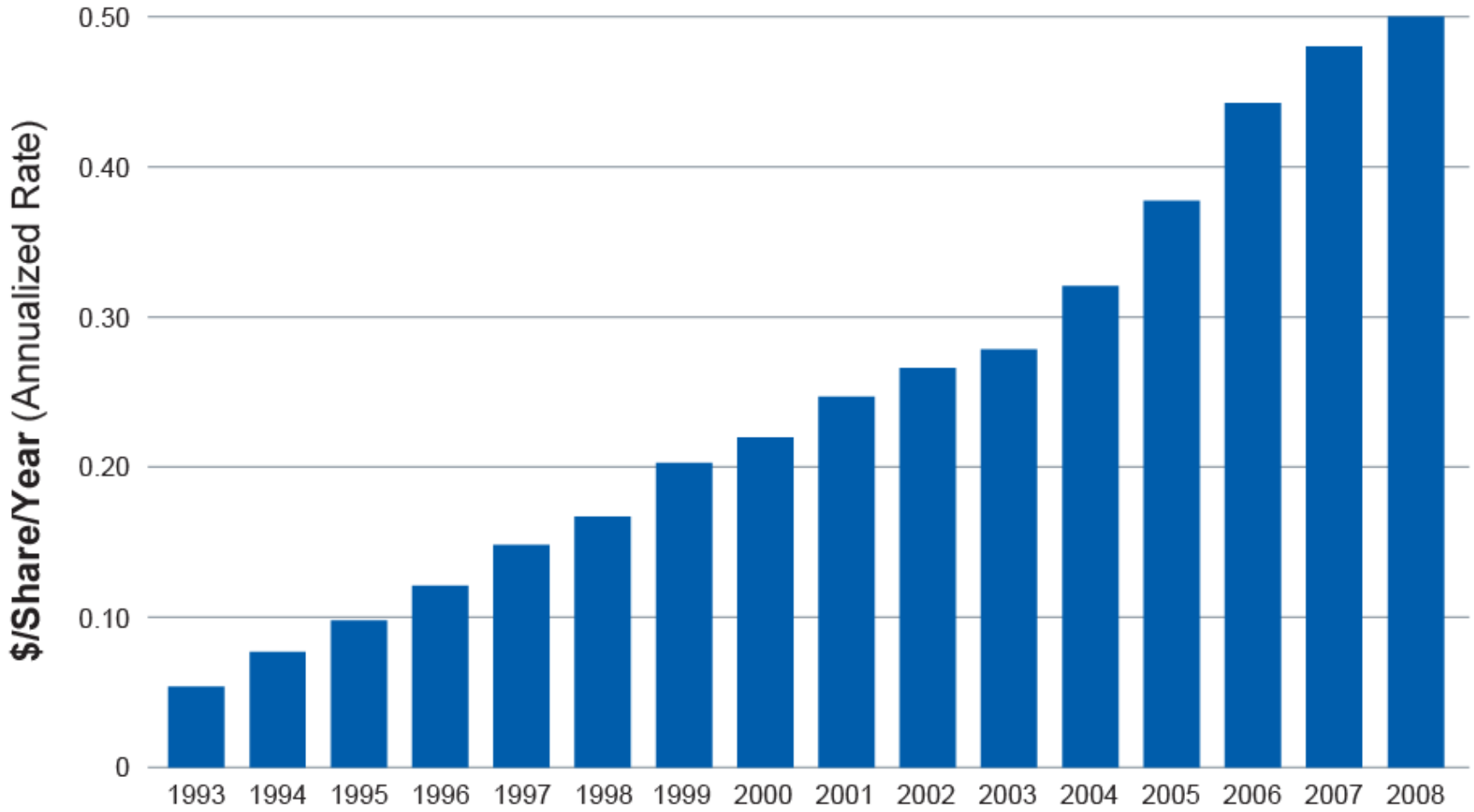
Franklin Changing Global Profile

($ mil)



Franklin Electric Dividend History

2008 – Dividend Increased for 16th Consecutive Year



Franklin Electric