

## PRESS RELEASE

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### **Former Continental Airlines CEO & Chairman, Gordon Bethune, to Be Keynote at Yokogawa Technology Fair & User Conference**

Yokogawa Corporation of America announced today that Gordon Bethune, former CEO & Chairman for Continental Airlines, will be the keynote speaker at the 2008 Yokogawa Technology Fair & User Conference, April 8-10, at the Hilton Americas in Houston, Texas.

Bethune, who will speak on the topic "From Worst to First: Behind the Scenes of Continental's Remarkable Comeback", gained worldwide acclaim at Continental Airlines when he spearheaded one of the most dramatic corporate turnarounds in United States history. When Bethune joined the troubled carrier as president and chief operating officer in 1994, Continental consistently ranked last in every measurable performance metric, including on-time performance, customer complaints, and mishandled baggage.

Bethune will join David Johnson, President & CEO, Yokogawa Corporation of America; Matt Arcy of Chevron, Chairman of the User Group Steering Committee; and Mark Peters, Publisher of Hydrocarbon Processing magazine, on the agenda for the opening day of the conference.

For more information on the conference, go to [www.yokogawa.com/us](http://www.yokogawa.com/us) or contact Kari Mitchell, Manager, Corporate Communications, at [kari.mitchell@us.yokogawa.com](mailto:kari.mitchell@us.yokogawa.com).

#### **About Yokogawa Corporation of America**

Yokogawa Corporation of America is the North American unit of \$4 billion Yokogawa Electric Corporation, a global leader in the manufacture and supply of instrumentation, process control, and automation solutions. Headquartered in Newnan, Georgia, Yokogawa Corporation of America serves a diverse customer base with

market-leading products including analyzers, flowmeters, transmitters, controllers, recorders, data acquisition products, meters, instruments, distributed control systems, and more.

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