



FOR IMMEDIATE RELEASE:

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Actuant (NYSE: ATU) engages Francis Investment Counsel LLC

Hartland, WI, November 23, 2004. Actuant, Milwaukee, has engaged Francis Investment Counsel LLC to provide investment consulting services regarding its 401(k) retirement plan with asset in excess of \$50 million.

Actuant, (www.actuant.com) is a diversified industrial company with operations in over 20 countries. The Actuant businesses are market leaders in highly engineered position and motion control systems and branded hydraulic and electrical tools. Products are offered under such established brand names as Dresco, Enerpac, Gardner Bender, Kopp, Kwikke, Milwaukee Cylinder, Nielsen Sessions, Power-Packer, Power Gear and Yvel.

Francis Investment Counsel LLC (www.francisinvco.com) is a Registered Investment Advisor dedicated to providing independent investment consulting services to the qualified plan marketplace. Francis Investment Counsel currently consults to qualified plans representing assets exceeding \$1 billion. The company delivers conflict-free investment advisory services to plan sponsors and also offers extensive education and individualized advice services to plan participants.

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