



For Immediate Release

For Further Information
Refer to: John J. Haines
260-824-2900

**FRANKLIN ELECTRIC SCHEDULES ITS
FOURTH QUARTER AND FISCAL YEAR 2010
EARNINGS RELEASE AND CONFERENCE CALL**

BLUFFTON, INDIANA -- Franklin Electric Co., Inc. (NASDAQ: FELE) will release its fourth quarter and fiscal year 2010 earnings at 8:00am EST on Monday February 28, 2011. A conference call to review earnings and other developments in the business will commence at 8:30am EST. The fourth quarter and fiscal year 2010 earnings call will be available via a live webcast. The webcast will be available in a listen only mode by going to:

<http://investor.shareholder.com/media/eventdetail.cfm?eventid=92675&CompanyID=FELE&e=1&mediaKey=C4B19AAFCE9C290E8A6AC02D50918CEB>

If you intend to ask questions during the call, please dial in using 877-643-7158 for domestic calls and 914-495-8565 for international calls.

A replay of the conference call will be available Monday February 28, 2011 at 12pm EST through midnight EST on Monday March 7, 2011, by dialing 800-642-1687 for domestic calls and 706-645-9291 for international calls. The replay passcode is 44720201.

Franklin Electric is a global leader in the production and marketing of systems and components for the movement of water and automotive fuels. Recognized as a technical leader in its specialties, Franklin Electric serves customers around the world in residential, commercial, agricultural, industrial, municipal, and fueling applications.

"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 January 2, 2010, 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.