



FOR IMMEDIATE RELEASE

Tom Ruschhaupt joins Novariant as VP and General Manager of AutoFarm Division

FREMONT, Calif. – October 22, 2008 – Novariant, Inc., leading provider of premier solutions for precision machine control in agriculture and mining, today announced that Tom Ruschhaupt has joined the company as General Manager of its AutoFarm® precision agriculture division.

Ruschhaupt joins Novariant and AutoFarm with over 20 years of domestic and international experience spanning the automotive, power sports and agricultural industries. He has worked for the Goodyear Tire & Rubber Company as General Manager, Northwest Region; Polaris Industries as Vice President, Sales and Service; and most recently Vice President Business Development and Planning for Bush Hog, LLC.

In his new role, Ruschhaupt will be responsible for the AutoFarm division's performance in North America, Europe and South America. AutoFarm has a strong position in these markets with its GPS steering systems, especially its high accuracy RTK systems. Ruschhaupt will reinforce a strong customer and channel focus to build on the company's presence in these markets.

“We are very fortunate to have someone with Tom's background joining our team,” says Novariant CEO, Herb Satterlee. “A common denominator across his extensive range of experience is Tom's belief in and practice of constantly moving toward a goal of market share advantage over competition...which he has accomplished by earning the respect and business of independent dealers and distributors.”

Ruschhaupt adds, “I am thrilled to be joining the Novariant–AutoFarm team, especially with the exciting times taking place in the agricultural markets worldwide. The people at Novariant and the AutoFarm division say they are ‘passionate about precision,’ and I look forward to sharing that passion and getting down to work with the rest of the management team in implementing the strategies that will take the company into the future.”

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About Novariant, Inc.

Novariant is the premier industrial solutions provider for precision positioning, intelligent control systems and positioning infrastructures. The company's precision solutions are enabled by the Global Positioning System (GPS) and other patented location and communications-based technologies to automatically steer equipment, map terrain and land aircraft. Novariant can be found on the web at www.novariant.com.

About AutoFarm®

AutoFarm, a division of Novariant, Inc., is the premier solutions provider for precision positioning and intelligent control systems for agricultural equipment. AutoFarm manufactures and markets Global Positioning System (GPS) receivers and precision agriculture solutions for automatic steering and leveling based on its experience in advanced aviation landing systems. AutoFarm can be found on the web at www.gpsfarm.com

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