

FOR IMMEDIATE RELEASE



## **Novariant Names Herb Satterlee New CEO**

*Seasoned leadership in agriculture and high-tech industries*

**Menlo Park, Calif., USA—February 14, 2006** — Novariant announced today that Herb Satterlee was named the new CEO for the company. He comes to Novariant with 25 years management experience in high technology companies selling products and services to many industries including agriculture. Novariant's largest division, AutoFarm, supplies automatic steering and guidance products to growers worldwide.

"It is an exciting time to be joining Novariant. Our suite of precision GPS steering systems for tractors, implements and heavy machinery are well positioned to serve the needs of the agriculture and mining communities," says Herb Satterlee, Novariant CEO. "The innovative technologies we bring to the market provide significant improvements in cost and efficiency for our customers' operations."

Herb most recently served as the CEO and chairman of DigitalGlobe Inc. The company provides satellite imagery and analysis solutions to markets including forestry, mining and national defense. DigitalGlobe also developed the AgroWatch suite of analysis products that growers use for highly accurate crop management decisions. During the last eight years, he helped the company achieve a 240 fold increase in revenues. Herb began his professional career with The Boeing Company, where over a period of 17 years he had major responsibilities in both program management and strategic business planning. This experience led to his selection as CEO of Resource 21, a satellite imagery provider focused on customers involved in production agriculture, food industries, earth science and US national security.

"We are thrilled to have Herb as our new CEO," says Jim Gibbons, chairman of the Novariant Board of Directors. "His proven leadership ability and his significant experience in our markets are precisely what we need to enable the company to take advantage of the significant opportunities that are before us in our mining and agriculture businesses. His strong customer focus is particularly appealing and will be critical to Novariant's continued success."

###

## **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. Founded in 1994, Novariant can be found at [www.novariant.com](http://www.novariant.com).*

###

Media Contact: Travis Murdock  
[travis.murdock@novariant.com](mailto:travis.murdock@novariant.com)  
Tel. +1 (650) 644-1408

Web Newsroom: [www.novariant.com/go/newsroom](http://www.novariant.com/go/newsroom)

©2006 Novariant, Inc. The information contained herein is subject to change without notice. Novariant shall not be liable for technical or editorial errors or omissions contained herein.