



Press Release

November 5, 2009

EUROPEAN OFFICE ESTABLISHED FOR LEADING CANADIAN AGRICULTURAL TECHNOLOGY

Lyon, France -- Today NORAC Systems International Inc. announced the establishment of their European headquarters. Located in Lyon, France, NORAC's European office will be managed by Bertrand Plessis who has over 15 years of experience in the agricultural sprayer industry.

"I am pleased to be representing the NORAC product throughout Europe," said Bertrand Plessis, NORAC's Sales Manager for Europe. "NORAC is recognized worldwide as the leading spray height control system and I am excited to be part of the company's growth strategy."

Over the past 12 years, NORAC has seen excellent results with its Spray Height Controllers in North America and three years ago it made its debut in Europe. Rapid growth and significant demand for NORAC's products in Europe have prompted the investment in this market.

"NORAC has been selling into European markets for several years and the establishment of an office in Europe was the logical next step," says Danae Armstrong, NORAC's Manager of International Markets. "This will allow us to better serve both our aftermarket customers and the sprayer manufacturers throughout Europe."

NORAC's Spray Height Control Systems use ultrasonic sensors to ensure that sprayer booms automatically follow the contours of the land. The system controls the main lift, slant cylinder, and each wing to keep all boom sections at the required height automatically. Systems are available to suit both rigid and variable geometry style booms.

NORAC's customers have indicated that NORAC's Spray Height Control System is the best option on their sprayer because of its ability to help the operator achieve optimum spray pattern, even dispersion of chemicals and reduction of drift. The NORAC System also relieves the operator from the stress of monitoring field contours and making constant boom height adjustments.

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About NORAC Systems International

NORAC Systems International Inc. is the world's leading manufacturer of height control systems for the agriculture industry. Based in Canada, NORAC pioneered the use of ultrasonic sensing in the development of ultrasonic control equipment and currently offers the world's most advanced height control products.

For more information, please visit www.norac.ca or contact:

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