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## Press Release

May 31, 2007

### **AUSTRALIAN DISTRIBUTION RIGHTS GRANTED FOR LEADING CANADIAN AGRICULTURAL TECHNOLOGY**

NORAC Systems International recently finalized an agreement with Australian-based gpsAg for distribution rights of NORAC's height control product line. gpsAg was granted exclusive rights to market NORAC's height control products, including the **UC4™ Spray Height Controller**, in Australia and New Zealand.

Over the last 13 years, NORAC has seen excellent results with the **UC4™** system in North America and recently made the decision to offer its products to key markets internationally. The system made its debut over the last year in Australia with the support of gpsAg. The willingness of farmers to adopt new technology is cited by NORAC as the main reason that these products have received such a tremendous response in a short period of time.

Bill Strelloff, NORAC's CEO indicated that "After thorough research, we were confident that Australia would be an excellent market for us," Strelloff added "and gpsAg has proven to be an exceptional in-market partner. They have the technical expertise and commitment to customer service that is required to successfully launch a new product in the Australian and New Zealand markets".

Established in 1999, gpsAg is the largest provider of precision farming products in Australia. The company currently employs over 30 sales and service staff who work directly with the end user of the products. "Our business philosophy is simple – to provide the best value for money tools backed by the best technical support available," said Brendan Williams, director of gpsAg. "The addition of the **NORAC UC4™ Spray Height Controller** will certainly be very complimentary to our product line".

NORAC Systems International is based in Saskatoon, Canada and employs 70 full time staff. With over 30 years of experience in ultrasonic technology, the company offers the world's most advanced height control products; the most recognized of these being the **UC4™ Spray Height Controller**.

With the **UC4™** system, sprayer booms automatically follow the contours of the land. The ultrasonic sensors mounted to each boom tip automatically maintain a preset boom height above the ground or crop. Height corrections are smooth, even and automatic.

NORAC's customers have indicated that the **UC4™ Spray Height Controller** 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 **UC4™** also enables the driver to operate at higher speeds, therefore covering more hectares in less time. The system is so dependable that it can allow an average speed of over 30kph in uneven terrain.

The **UC4™ Spray Height Controller** relieves the operator from the stress of monitoring field contours and making constant boom height adjustments. No longer having to move his head from side to side for many hours means the system frees the operator from the most stressful part of the job. This also allows the operator to increase travel speeds and extend application time well into the night to take advantage of low wind conditions.

NORAC, in partnership with gpsAg, has also been working with a number of sprayer manufacturers in Australia to offer the **UC4™ Spray Height Controller** as a factory-installed option. Hardi Australia was the first to announce in February of this year that its customers can now order NORAC's **UC4™** as an option on new sprayers.

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