



FOR IMMEDIATE RELEASE

Novariant[®] Hires Rick Wesch to Lead Emerging Markets Growth

Fremont, CA- December 8, 2011 - Novariant, a leading provider of precision steering products for the agricultural market, has hired Rick Wesch to fill the newly created position of Vice President, Emerging Markets and lead the company's global growth initiatives. Rick will report to Chris Ragot, Novariant's Chief Executive Officer, and will initially focus on China and the Asian markets.

"Rick brings international agricultural strategy and business development experience that will accelerate our growth in these rapidly expanding regions of the world," said Mr. Ragot. "Mr. Wesch and our emerging markets team will seek and develop new opportunities for distributing our industry-leading precision steering products, ParaDyme and OnTrac2 branded under AutoFarm as well as partner brands, into growing agricultural markets."

Mr. Wesch has 20 years of experience in Agribusiness sales and marketing and has spent the last seven years in a variety of roles with John Deere and Company. He has a MS degree in Agronomy from Texas A&M and a MBA in Strategic Management and Marketing from the Wharton School at the University of Pennsylvania.

Mr. Wesch comments on his new role, "It is an exciting time to be part of Novariant. With the premier steering offering for agriculture applications I am honored to have the opportunity to do my part to help the company achieve its growth aspirations."

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About Novariant, Inc.

Novariant is a leading provider of precision steering solutions for the agriculture market. Founded in 1994 and headquartered in Fremont, California, Novariant's technology helps growers optimize yield while reducing input costs of farming. For more information, please visit our website: www.gpsfarm.com