



News Release

July 15, 2009, Burnsville, MN

FORCE America Inc. Acquires PreCise™ MRM from Preco™ Electronics

FORCE America Inc. announced today it has acquired PreCise™ Mobile Resource Management (MRM) from Preco™ Electronics, based in Boise, Idaho. PreCise MRM is an innovative provider of fleet management and telematics technologies for mobile equipment markets. The acquisition expands FORCE America's ability to offer comprehensive solutions for a variety of Mobile Resource Management (MRM) applications and builds upon the highly successful DATA Commander™ product line. Financial terms are not disclosed.

PreCise™ MRM provides products that track everything from the activity and status of your equipment's accessories to the speed and location of your vehicles. PreCise MRM products provide a unique combination of ruggedized, made in the USA, GPS hardware with leading-edge, software and services. This combination is ideally suited for commercial equipment with more severe duty needs than consumer grade products.

"The addition of the PreCise™ MRM associates and products will enhance and expand FORCE America's commitment to be the leader in developing and applying new technologies for the mobile markets that we serve," says Steve Loeffler, President and CEO of FORCE America Inc.. "The technical capabilities that have been channeled in the MRM market will be integrated with the mobile equipment, power and control systems markets that the FORCE America Divisions are very knowledgeable of."

"FORCE America has been an incredible partner for PreCise™ MRM for several years now," says Jeff Warner, Product Manager for PreCise MRM. "This move intensifies FORCE's focus on providing game changing technologies to their large customer base and expands the sales, marketing and R&D capabilities of PreCise in a way that we could not do organically. The entire PreCise MRM team and I are thrilled to be joining a company with the history and customer-driven focus of FORCE America."

Preco Electronics will continue to market and sell their PreView™ Object Detection products from their location in Boise, Idaho.

About PreCise™ MRM

PreCise™ MRM provides fleet management solutions utilizing the latest in mobile and GPS technology to improve productivity and cost effectiveness to the on-off highway market. The solution is a combination of rugged hardware and web-based software designed to dramatically improve the visibility and control over mobile resources. From basic location and speed information to complex data coming from intelligent on-board devices, PreCise products capture, stores and transmits data to a user-friendly interface, viewable from anywhere in the world via a secure internet connection. For more information go to; www.precisemrm.com

About FORCE America Inc.

With over 50 years of experience, FORCE America Inc. manufactures and distributes products for mobile on-off highway markets. FORCE America has sixteen sales and service locations throughout the US and exclusive distribution in Canada.

FORCE America Divisions

FORCE America Distribution Sales

Manufactures and supplies mobile hydraulic systems and components.

VariTech Industries Inc.

Manufactures and supplies mobile liquid production and application systems for snow and ice, agriculture and dust-control markets.

PreCise MRM

Manufactures electronic fleet management hardware and software.

Customer Markets

Agricultural Equipment

Lawn and Landscape Equipment

Light, Medium and Heavy Duty Trucks

OEM On-Off Highway and Agricultural Equipment

Snow Removal Contractors

Spreader Plow Trucks

For More Information

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