

For Immediate Release

Leica Geosystems Ag Solutions names new inside sales representative

Englewood, Colo., May 7, 2010 – Daryl Southard has been named inside sales representative for Leica Geosystems' North American Agriculture Solutions group. Southard started with Leica Geosystems in early April, and is based out of Leica Geosystems' Ag Solutions headquarters in Denver.

With nearly a decade of sales and product development experience in GPS navigation and premium networking systems, Southard is a great fit for the Leica agriculture team in North America. Previously, Southard worked in sales and product development.

"Daryl is a great addition to the team and brings with him a wealth of experience managing inside sales of technical products," said Harlan Little, NAFTA business manager. "Daryl has a great ability to connect with our customers and will provide additional training and sales support. We look forward to bringing his skills and talents to bear in our business."

"I am excited at the opportunity to help Leica Geosystems expand its agriculture business in North America," said Southard. "Agriculture is the root of all industries, and to the extent we can provide farmers with cost-effective, efficient solutions to increase production, we all benefit. I'm eager to apply my skills in this fast-moving industry."

For more information about Leica Geosystems' agriculture team or the ag guidance solutions offered, visit www.AgGuidance.com.

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About Leica Geosystems' Ag Guidance solutions

Whether trying to reduce input costs and increase productivity through more efficient application, or to save on time and operator fatigue by lowering the number of passes in the field, Leica Geosystems provides farmers with a suite of simple, reliable and affordable agricultural guidance and precision farming tools.

Leica Geosystems' Ag Guidance solutions combine state-of-the-art positioning technology with robust, compact hardware built to withstand the toughest field conditions. Compatible with a wide range of vehicles and third party equipment, Leica Geosystems' products are flexible and scalable to suit individual requirements.

About Leica Geosystems

With nearly 200 years of experience pioneering solutions to measure the world, professionals worldwide trust Leica Geosystems' products and services to help capture, analyze, and present spatial information. Leica Geosystems is a global company with more than 3,500 employees in 28 countries and hundreds of partners located in more than 120 countries around the world.



Photo caption: Daryl Southard, inside sales representative, Leica Geosystems Agriculture

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