

## **Ag Leader Becomes Exclusive Distributor for Holland Scientific**

**Ames, Iowa and Lincoln, Neb., May 1, 2008** – Ag Leader Technology, a leading manufacturer of precision farming equipment, along with Holland Scientific, a leader in active light reflectance crop sensing technology, announced today that Ag Leader has become the exclusive distributor for Holland Scientific's second-generation active light reflectance sensor products for use in production agriculture.

Ag Leader will promote, sell, integrate and support the products to growers, service providers, system integrators and original equipment manufacturers globally. Distribution of the second-generation sensors and interface modules by Ag Leader is expected to start in 2009.

“We are excited about the opportunity to commercialize Holland Scientific's active light reflectance crop sensors to the mainstream ag market,” says Ag Leader's President, Al Myers. “The superior performance of Holland Scientific's sensors stems from their exceptional engineering design. Our partnership will bring the ag industry many innovations in the coming years.”

Kyle Holland, founder of Holland Scientific, echoes Myers' enthusiasm. “Holland Scientific chose to partner with Ag Leader because of their proven ability to be a leader in the precision ag market. Ag Leader is defined by creating products that fit customers' needs. That ability is imperative to our success and will advance emerging technology to practical use.”

Active light reflectance sensors are a developing technology in precision agriculture. The sensors can be used to detect the health or stress of growing crops. Applications include on-the-go variable rate fertilizer, herbicide, fungicide, pesticide or plant growth regulator application; or mapping specific crop attributes or conditions while crop scouting.

### **About Holland Scientific**

Holland Scientific, Inc., is a world leader in active light crop sensing technology. Headquartered in Lincoln, Nebraska, the company designs, manufactures and markets a broad line of high performance, ground-based remote sensing instrumentation. Founded in 1999, Holland Scientific develops solutions to discover crop response to

agrochemicals, quantification of plant biomass and assessment of plant health. For more information visit: [www.hollandscientific.com](http://www.hollandscientific.com).

### **About Ag Leader**

Ag Leader is a pioneer and recognized technology innovator of precision agriculture hardware and software. Located in Ames, Iowa, the company manufactures and markets industry-leading precision farming technology designed to help growers make smart, profitable business decisions. Founded in 1992 the company has achieved consistent growth and expansion by providing products that help growers and ag professionals achieve and maintain a successful operation. For more information visit: [www.agleader.com](http://www.agleader.com).

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