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Press Release

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MARK HEPBURN NAMED VP OF WORLDWIDE SALES

Foxborough, MA March 1, 2003 — ICONICS President and CEO Russ Agrusa announced today that Mark Hepburn has joined ICONICS in the position of Vice President of Worldwide Sales. Mark has extensive management and sales experience in the industrial controls industry. He will be directly responsible for all ICONICS Worldwide Channel and end-user sales, as well as the ICONICS Technical Support and Quality Professional Services organizations.



Mark has many years of experience managing sales, operations, and marketing teams at GE Supply, WESCO and The Discover Screens Network. After earning a mechanical engineering degree from the University of Minnesota and two years of servo motor design engineering at Electro-Craft Corp., he joined General Electric Company through its Technical Sales and Marketing training programs. In Mark's 15-year career at GE, he focused on sales force management, marketing, P&L operations, and physical distribution of many of GE's industrial "business to business" operations, including HMI and control software, lighting, factory automation, electrical distribution, motors, industrial systems, power protection and control. He directed GE Supply's national factory-automation-product marketing program across GE's 150-branch network and managed several field sales operations with an industrial controls emphasis. He also was a team leader for the design of GE's Internet portal, called GESupply.com.

"Mark brings many new ideas, contacts, and experience to the ICONICS sales effort. He will help ICONICS increase its market share and accelerate our growth," says ICONICS President and CEO Russ Agrusa. "We are extremely delighted to have Mark join the ICONICS team."

About ICONICS

Founded in 1986, ICONICS is a leader in the development of Web-enabled industrial automation software for Microsoft® Windows® operating systems. Offering the industry's only suite of fully-integrated OPC-based components and products, GENESIS32™ Enterprise Edition is available for Windows XP, 95, 98, Millennium, and 2000, and Windows NT®. Pocket GENESIS™ for Windows CE and Pocket PC was built from the ground up based on ICONICS' OPC-To-The-Core™ framework. ICONICS offers a complete set of Plug and Play automation components, including best-in-class OPC ActiveX® Controls, OPC Toolkit, Human Machine Interface (HMI), Microsoft SQL Server®-based data logging, Multimedia Alarming, and Supervisory Control and Data Acquisition (SCADA) products. ICONICS is represented in over 50 countries and has in excess of 75,000 product installations worldwide. Visit us online at www.iconics.com.

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