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Press Release

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ICONICS Signs Distribution Agreement with MicroTek Controls for GENESIS32 and BizViz

Ohio, Michigan, Western PA, West Virginia, Kentucky and Northeast Indiana

Foxborough, MA – January 23, 2004 — **ICONICS**, a leader in Web-enabled OPC-based HMI / SCADA and Manufacturing Intelligence Visualization software for Microsoft® Windows® operating systems, today announced a new distributor in the Midwest United States. Effective January 1, 2004, MicroTek Controls became the new ICONICS distributor for Ohio, Michigan, Western Pennsylvania, West Virginia, Kentucky and Northeast Indiana selling and supporting all ICONICS products, including the new BizViz™ Manufacturing Intelligence and Business Visualization Suite based on Microsoft .NET technology.

ICONICS' products offer compelling solutions for its customers based on the latest open standards, such as OPC, and cutting-edge technology, such as Microsoft Windows Server 2003, .NET and SharePoint™ Server technologies, enabling ICONICS to be the market leader in mobile, wireless and multimedia solutions for industrial automation applications.

MicroTek Controls (www.microtekcontrols.com) headquartered in Twinsburg, Ohio, is in its 20th year of selling visualization, SCADA and Manufacturing Intelligence solutions to Fortune 500 companies and utilities. "MicroTek is a highly respected and successful organization with a proven track record of taking care of customers' needs. We are thrilled to have such a strong customer advocate and partner of this caliber on the ICONICS team," says Russ Agrusa, Founder and President of ICONICS.

"We are extremely enthusiastic about representing the ICONICS suite of software automation products. Our capabilities in the area of local sales, technical support, training, and special programs are a good fit with ICONICS' rapidly growing products," says Chuck Walder, President and CEO of MicroTek Controls. "The ICONICS products hit the mark with what our customers have been asking for; one look at their feature set and it is very obvious that they are in sync with what customers want."

About MicroTek Controls

MicroTek Controls, Inc. is a leading distributor and manufacturer specializing in Plant and Business Intelligence with a wide and powerful range of software and hardware solutions for the industrial automation arena. Headquartered in Twinsburg, Ohio, MicroTek's staff provides customers with the highest level of solutions and services in Indiana, Kentucky, Michigan, Ohio, Pennsylvania, and West Virginia and has over 160 years of combined experience in industrial control. MicroTek's approach is to concentrate and deliver expert support, professional product knowledge, exceptional training, and superior service. MicroTek's advanced services include application development, proof of concept, upgrade/conversion, and "quick start". The whole package: products, support, training, services ensures that our customers gain the greatest benefit from their investment.

Visualize your Enterprise™

About ICONICS

Founded in 1986, ICONICS is a leader in the development of Web-enabled industrial automation and manufacturing intelligence 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. BizViz™ is a suite of manufacturing and business intelligence products, which bridge the gap between manufacturing and corporate business information systems. BizViz is designed around Microsoft .NET technology, Microsoft SharePoint™ and runs on Microsoft Windows Server 2003. ICONICS also 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 a Microsoft Gold Certified partner represented in over 50 countries, and has in excess of 100,000 product installations worldwide. For more information contact ICONICS at (508) 543-8600, or visit us online at www.iconics.com.

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