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Press Release

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DAVE ORAVETZ NAMED VP OF ENGINEERING

Foxborough, MA March 1, 2003 — ICONICS President and CEO Russ Agrusa announced today that Dave Oravetz has joined ICONICS in the position of Vice President of Engineering. Dave has extensive technical management experience in the industrial controls industry. He will be directly responsible for the ICONICS engineering software development center in Foxborough, Massachusetts USA and the European software design center in Plzen, Czech Republic. He will also manage the Software Quality Lab.

Dave comes to ICONICS with tremendous program and product-management experience. Dave holds a BS in Electrical Engineering from Lehigh University and an MBA from the University of Pittsburgh. For the past 25 years, Dave has led the program management and development for the highly successful Westinghouse WDPF Distributed Control System, and has worked at Westinghouse and Eaton, Cutler-Hammer developing software and firmware for industrial products. Recently Dave has held engineering and program management positions at Marconi Communications, where he led development teams in gigabit ethernet and ATM switch development.

Dave has led many large as well as small software product development efforts, and his experience in creating cutting-edge, high-quality and reliable products will help position ICONICS to accelerate its growth.

"I am delighted to have Dave join the ICONICS team," says ICONICS President and CEO Russ Agrusa. "Dave has an extensive range of product development experience, and his track record for managing winning products is legendary."

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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