



Strong Demand in Industry for Harvest Automation's 1st Product

Billerica, MA, August 5, 2011 – Harvest Automation Inc. is a material handling company developing robotic enabled automation equipment for the Agriculture industry. Many Agriculture sectors rely on vast numbers of manual laborers for crop production. Current labor trends and aggressive federal and state legislation are driving labor shortages and creating legal issues for growers across the country. Harvest has identified the Nursery & Greenhouse sector, producers of ornamental plants, as the right initial market for its products because of the high number of manual laborers required coupled with significant challenges around labor availability and productivity.

Harvest has just launched a Partner Program with a select group of Nursery & Greenhouse growers that includes field-testing of product prototypes at grower locations in the coming months. These early trials will lead to the deployment of pre-production units in late 2011 and the full commercial launch of Harvest's first product early in 2012.

The Nursery & Greenhouse industry has responded with aggressive interest in the Harvest Partner Program. Over 10 U.S. based growers have signed Letters of Intent and paid deposits to be considered for a limited number of program openings. The list of growers that are seeking to participate in the Partner Program includes:

- Altman Plants, Vista, CA
- Bailey Nurseries, Newport, MN
- Flowerwood Nursery, Loxley, AL
- Hackney Nursery Company, Quincy, FL
- Imperial Nurseries, Granby, CT
- Lancaster Farms, Suffolk, VA
- McCorkle Nurseries, Dearing, GA
- R.A. Dudley Nurseries, Thomson, GA
- Village Nurseries, Orange, CA
- Willoway Nurseries, Avon, OH
- Windmill Nursery, Folsom, LA
- Woodburn Nursery & Azaleas, Woodburn, OR

“We are thrilled that so many growers have come forward in response to the Partner Program, confirming that we are focused on a critical business priority. Having billions of dollars of crops in this and other Ag sectors impacted by chronic labor issues has clearly become unsustainable.” said Charles Grinnell, CEO of Harvest Automation.

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