
PRESS RELEASE
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TAG and Carlson Form Strategic Partnership to Further Expand Machine Control

Dulles, VA and Maysville, KY March 31, 2010 – Technology Advancement Group®, Inc. (TAG®), and Carlson Software, Inc (Carlson) are pleased to announce today an exclusive strategic partnership agreement designed to benefit both companies by better serving their mining, construction, landfill and precision agriculture customers in the global market. The partnership will create major components vital to producing a total machine control and supervising management solution encompassing machine guidance and monitoring software, rugged ultra-mobile PCs (UMPCs), and National Electronic Manufactures Association (NEMA) rated enclosures.

"Our partnership benefits combine leading technology and services, providing our customers with the most advanced hardware and software solutions," stated Jim McEwan, TAG's CEO. "TAG and Carlson each offer over 25 years of experience making this a great opportunity that benefits our customers. Working together, we can supply our customers one of the largest user-based field survey software suites and the most scalable, flexible, and powerful handheld rugged systems in the machine control and heavy equipment positioning markets."

"We are excited about our partnership with TAG bringing their military hardware manufacturing expertise to the mining, construction, landfill and precision agricultural positioning markets," stated Randy Noland, Carlson's VP of Business Development and Director of Machine Control. "After several years of evaluation and a barrage of hardware vendors, we partnered with TAG over two years ago and began specifying product requirements that meet our customers' needs."

TAG and Carlson have already begun to roll out the total solution outlined in the agreement to a number of customers. A dedicated staff oversees each step of the process throughout the entire product lifecycle and logistics management including identifying the customer's exact specifications and requirements, configuration and change management, coordination of delivery and installation, and providing a commitment to a seamless operation throughout the life of the program. Both companies are highly experienced in COTS obsolescence and transition planning, component level upgrades and replacements, and proactive at producing extended product end-of-life (EOL) awareness roadmaps allowing unmatched lifecycle tracking.

About TAG

TAG resolves its customers' IT challenges with world-class engineering, manufacturing and integration, and lifecycle management. Each TAG solution has a strong foundation in electrical, mechanical, and thermal engineering disciplines. This allows TAG to design systems that withstand harsh environments. For more information visit, <http://www.tag.com> or email pr@tag.com.

About Carlson

Carlson specializes in CAD design software, field data collection, and machine control products for the land surveying, civil engineering, construction, and mining industries worldwide, providing one-source technology solutions from data collection to design to construction. Carlson's renowned dedication to customer service is unique in the industry. For more information visit, <http://www.carlsonsw.com> or email info@carlsonsw.com.

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