



FOR IMMEDIATE RELEASE

CropForecaster™

Looking down and looking up to look forward

BELLEFONTE, PA, and TOULOUSE, FRANCE, March 25, 2009 - Today, ZedX, Inc. a leading developer of web-based, agro-meteorological, decision support services, and Infoterra, an EADS Astrium company, a leading global provider of geo-information products and services announce the release of CropForecaster™.

CropForecaster™ offers a comprehensive set of online products including maps and summary statistics of crop status (www.cropforecaster.com). Products include information on crop stage, acreage, condition, and expected yields. This information is updated on a daily basis thereby quantifying the impacts of each day's weather observations and forecasts. The accuracy and comprehensiveness of the service provides new opportunities and advantages to managers responsible for decisions associated with the many dimensions of today's complex food supply chain.

Major efforts to use satellite spectral and weather data to improve the accuracy of national-scale crop monitoring and forecasting began in 1974 with the LACIE-AgRISTARS - joint projects of NASA, NOAA, and the USDA. In the ensuing 35 years since that time, there have been a number of efforts to incorporate crop imagery with agro-meteorological models. To date, the most successful efforts have involved vegetative indices (such as the normalized vegetative difference index, NVDI) correlated with surface weather data and crop development. Frustratingly, despite these best efforts, the statistical uncertainties associated with growing-season estimates of critical crop production components (acres, yields, stages, quality, etc.) remain nearly the same as in the past.

Infoterra and ZedX have independently offered evolutionary advances that overcome the limitations of many of today's efforts to simulate and predict the components of crop production during the growing season. Infoterra has developed, from years of experience, a deep know-how in satellite imagery processing to retrieve biophysical crop variables like biomass and leaf areas, which directly relate to agronomic properties. This relationship provides a major advantage over traditional vegetative indices. ZedX, Inc has been a leader in the commercialization of weather, crop, and pest models in support of decision making in field research, precision agriculture, and government monitoring programs. Corresponding implementations of these technologies are resulting in management efficiencies in crop production and new monitoring strategies for invasive pests.

In 2008, Infoterra and ZedX scientists immediately realized that their combined strengths in imagery and modeling could complement each other relative to solving the scale-related uncertainties in the estimates of crop production components. This realization resulted in a partnership to undertake research and development to find a solution that addresses the shortcomings of earlier attempts. The results of this joint effort is embodied in the CropForecaster™ service.

CropForecaster™ is set apart from other services on the market today through its frequent updates, data scale and resolution, product delivery, and reporting functionality. The timely information outputs from the service benefit a much broader range of uses than ever before. These uses begin with the supply chain and risk management of crop inputs all the way through to planting, projections of

market values and yields throughout the growing season, analysis of gene performance, scheduling of grain drying, and global transportation of goods.

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About Infoterra

Infoterra is a leading provider of geo-information products and services for managing the development, environment and security of our changing world. With entities in France, Germany, Hungary, Spain and the United Kingdom, its customers include international corporations, governments and authorities around the globe, and organizations such as the European Commission (EC) and the European Space Agency (ESA).

Infoterra operates across a comprehensive range of markets - telecommunications, environment, security, agriculture, defence, oil & gas exploration and many more. Furthermore, Infoterra holds the exclusive commercial exploitation rights for the high-resolution radar satellite TerraSAR-X, and plays a leading role in geo-information services within the European GMES initiative of the EC and ESA.

Infoterra is a wholly-owned subsidiary of Europe's leading space company Astrium, and, together with Spot Image, forms the Earth Observation Division of Astrium Services

About ZedX

ZedX® is a leader in the development of information technology (IT) products and services for the agricultural and environmental industries. It's recognitions of excellence include weather data processing, climate analyses, ecological, entomological, and agronomic application models, and innovative geo-referenced, web-based tools that integrate data and model outputs into practical decision support products. ZedX's customer base includes growers, businesses of all sizes, public institutions, governments, and international agencies. The company embraces quality, two-way customer support.