



FOR IMMEDIATE RELEASE

MODUSTRI INVESTS IN STRATEGIC HIRE TO LEAD NEW INTERNET OF THINGS INITIATIVE

Tjoelker to Lead Company's Internet of Things Initiative

GRAND RAPIDS, Mich., September 21, 2015— Grand Rapids-based Modustri, inventor and developer of innovative field technologies, today announced it has hired Todd Tjoelker as Chief Operating Officer (COO). Tjoelker will lead the company's overall operations including product development that will incorporate the latest sensors and data analysis into heavy machinery and attachments.

Optimizing and maintaining equipment is among the greatest challenges for fleet managers. Using the latest sensors and data analyzing software, Modustri can turn equipment, like a bulldozer, into a smart, connected machine that predicts maintenance needs, understands operator behavior and optimizes uptime by coaching users on appropriate operation.

"Sensors will make heavy equipment more efficient in the field," said Tjoelker "They are the eyes and ears of a field network for owners, operators and technicians. The next phase for Modustri is to use these sensors to create the smartest, most connected equipment fleets in the world."

Tjoelker's role of COO will help manage Modustri's commercialization of its sensor products and bring the Internet of Things (IoT) to the heavy equipment industry. He was most recently the Global Product Leader for Mission Systems at GE Aviation in Grand Rapids. He started at GE Aviation in 2007, and previously held management, product development and technical roles at Benteler Automotive, both in North America and at the company's headquarters in Germany.

Tjoelker holds a bachelors degree in science and engineering from the University of Michigan, as well as an MBA from Grand Valley State University. He also completed an Accelerated Development Program (ADP) at the London Business School in London, England.

"Todd's extensive experience with enterprise growth and product commercialization makes him a perfect fit for the next phase of Modustri's technology," said Brian Steketee, founder and CEO of Modustri. "Modustri's software and hardware platforms

bring unprecedented visibility of heavy equipment in the field, and actively connect job sites and machines to make them smarter, more efficient and cost effective.”

Modustri’s signature product is its HDE Suite, an innovative wear measurement device and software platform that can share precision measurements of wear parts directly from the field. Modustri’s IoT products will augment inspection data to give a complete picture of machine health, operator performance and preventative maintenance.

The company recently signed a strategic alliance with Caterpillar, the leading manufacturer of heavy equipment in the world. Modustri will work with Cat® customers’ to identify problems in the field. In turn, Modustri is dedicated to creating solutions that will help customers optimize their fleets. In addition, Modustri will further collaborate with the Cat dealer network to create the latest Cat equipment wear management technologies through web and mobile platforms.

About Modustri

Modustri is the inventor and developer of innovative, field technology products that are driven by in-the-field user-experience approach to rapidly prototype solutions. The Michigan-based company's first-to-market, mobile hardware-software suite is an upgrade to previous methods of providing the heavy equipment industry with a streamlined system for measurement and data collection. Modustri’s mobile and web applications bring sensor and other data inputs to an equipment management platform. For more information, visit modustri.com.

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