

iControl Incorporated's CEO Featured in Interview

with Wall Street Reporter.com

SAN JOSE, Calif., Sept. 11, 2000 (BUSINESS WIRE) -- Mr. E. Fred Tubb, President and CEO of iControl, Inc., the leader in remote control and data acquisition via the Internet, was featured in a live interview with the Wall Street Reporter.com on August 23 at 3:30pm EDT. Mr. Tubb provided the interviewer, Joseph Marinucci, and the audience with an overview of the company's products, services, and market strategy.

Asked to describe iControl and its core markets, Mr. Tubb stated, "We provide products and services for companies who would like to get their remote equipment on the Internet." Mr. Tubb listed examples of the remote systems that included "devices managed by the oil and gas industry, utility metering, vending machines" and explained how iControl's products and services convert these devices into "industrial web appliances."

In response to the interviewer's question regarding how well iControl is positioned, Mr. Tubb pointed out key advantages of the iControl solution. The list included the filing of Provisional Patents to protect its Intellectual Property, the flexible pricing plans which provide customers with a choice of either owning or leasing the equipment, and its unique, cost-effective approach of translating embedded protocols into Internet Protocol.

Mr. Tubb also described iControl's aggressive approach to collaboration, especially within the telecommunications industry. He commented, "We are building up partnerships as rapidly as we can so that we keep on the leading edge of what's evolving in the wireless area."

Wall Street Reporter.com is the premier source for professional investors seeking new investment ideas. The interview was broadcast on <http://www.wallstreetreporter.com/>.

About iControl Incorporated

iControl Incorporated is the leading provider of subscription services and products that deliver "anytime, anywhere" access to remote equipment via the Internet. The company's patent-pending data acquisition and control units (SmartIO™), Internet gateways (iGATE™), and webserver applications (iVIEW™) are combined into flexible service plans (SmartIO LIVE!) that minimize upfront costs while maximizing productivity. Whether monitoring oil and gas production, utility delivery, spacecraft telemetry or controlling manufacturing processes, iControl customers can securely access their data from any computer connected to the Internet. iControl's headquarters are in San Jose, CA. For more information, visit: www.icontrol-inc.com.

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