

## Robert Armstrong Joins iControl as Energy Industry Advisor

(San Jose, CA – Mar. 22, 2001) iControl, Inc., the leader in web-enabling connectivity products for remote industrial systems, announced today the addition of Robert Armstrong as an Advisor to the Board of Directors. With over 20 years of experience in the Oil and Natural Gas industry, Robert Armstrong will keep iControl informed on energy industry trends, market requirements, and strategic positioning.

Mr. Armstrong gained real world experience through his engineering and sales positions at BP Amoco. His most recent position was Alliance Manager where he was in charge of negotiating alliances, sales contracts, price reductions, and volume-discounts that led to over \$12 million in savings and \$5 million in sales. His success in this role was due primarily to his ability to effectively leverage the experience gained in his previous Amoco positions, that of Resource Manager and Technical Engineer, where he obtained hands-on financial insight and implemented technological improvements. Over a six-year period he managed diverse engineering and geological work teams, reduced costs by 45%, increased production by 43%, and increased overall productivity by establishing company-wide databases and automating data flow processes.

Prior to joining Amoco in 1980, Armstrong worked as a Field Engineer and Sales Manager for Otis Engineering Corporation. Mr. Armstrong has a BS Degree from Texas A&M University.

iControl's President and CEO, E. Fred Tubb, states "We are very fortunate to have Mr. Armstrong join the iControl team. His 20 years of hands-on experience in the Oil and Gas Industry enables him to succinctly communicate the needs of the industry, so that iControl can offer the most effective solution to its customers. In addition, his insight into the decision-making process and the strategic targeting of key contacts will allow iControl to reduce its sales cycle."

### About iControl Incorporated

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

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