



## **ORBCOMM-ENABLED SOLUTION BY NOVUS FOR INVENTORY MANAGEMENT RECEIVES AFIA IT INNOVATION AWARD**

*Novus International, Inc. honored as award recipient for technology development*

**Fort Lee, NJ, July 12, 2011** - ORBCOMM Inc. (Nasdaq: ORBC), a global satellite data communications company focused on two-way Machine-to-Machine (M2M) communications, today announced that Novus International, Inc. (Novus), a global leader in animal nutrition and health, has received the American Feed Industry Association's (AFIA) first-ever Information Technology (IT) Innovation Award for their bulk liquid inventory management solution enabled by ORBCOMM's satellite network.

Based in metropolitan St. Louis, MO, Novus pioneered a vendor-managed inventory for bulk liquid feed ingredients with the introduction of a patented, automated remote monitoring system known as AIMS<sup>®</sup> in 1993. In 2009-10, Novus upgraded the AIMS infrastructure by incorporating ORBCOMM's robust satellite communications network with Novus's enhanced remote monitoring technology to improve inventory management throughout the bulk liquid supply chain. The new platform is Internet-based and provides precise, dependable and near real-time inventory readings for any customer 24/7, and has been implemented at over 500 locations across North America.

"We congratulate Novus for receiving this national award in recognition of their vision and innovation in technology development," said Marc Eisenberg, Chief Executive Officer of ORBCOMM. "We are pleased to play a role in enabling Novus's customer inventory management system by integrating our satellite communications network with their leading-edge remote monitoring technology to provide a solution that improves the efficiency and performance of their bulk liquid supply chain."

"Our AIMS<sup>®</sup> system along with the inclusion of ORBCOMM's satellite network have improved the reliability of our entire supply chain operation and upgraded the telemetry system to a sustainable technology platform," said Thad Simons, Chief Executive Officer of Novus International, Inc. "Our partnership with ORBCOMM and the resulting improvements in these areas have helped Novus attract new customers, retain existing customers and yield measurable improvements to our liquid feed business operations. This system also embodies our concept of *Innovation Through Integrity* – a key theme of our company's 20th anniversary celebration this year."

A full review of Novus's technology will be available in the June/July issue of *Feed & Grain* and the summer issue of the *AFIA Journal*.

### **About ORBCOMM Inc.**

ORBCOMM is a leading global satellite data communications company, focused on Machine-to-Machine (M2M) communications. Its customers include Caterpillar Inc., Doosan Infracore America, Hitachi Construction Machinery, Hyundai Heavy Industries, Asset Intelligence a division of I.D. Systems, Inc., Komatsu Ltd., Manitowoc Crane Companies, Inc., and Volvo Construction Equipment among other industry leaders. By means of a global network of low-Earth orbit (LEO)



satellites and accompanying ground infrastructure, ORBCOMM's low-cost and reliable two-way data communication services track, monitor and control mobile and fixed assets in four core markets: commercial transportation; heavy equipment; industrial fixed assets; and marine/homeland security. ORBCOMM-based products are installed on trucks, containers, marine vessels, locomotives, backhoes, pipelines, oil wells, utility meters, storage tanks and other assets. ORBCOMM is headquartered in Fort Lee, New Jersey and has its network control center in Dulles, Virginia. For more information, visit [www.orbcomm.com](http://www.orbcomm.com).

#### **About Novus International, Inc.**

Novus International, Inc. is headquartered in metropolitan St. Louis, MO, and serves customers in more than 90 countries around the world. An industry leader in animal nutrition and health, Novus's products include ALIMET<sup>®</sup> and MHA<sup>®</sup> feed supplements, ACTIVATE<sup>®</sup> nutritional feed acid, ACIDOMIX<sup>®</sup> preservative premix, CIBENZA<sup>™</sup> feed additive, MINTREX<sup>®</sup> and MAAC<sup>®</sup> chelated trace minerals, SANTOQUIN<sup>®</sup> feed preservative, MERA<sup>™</sup>MET aquaculture feed additive, AGRADO<sup>®</sup> feed ingredient, and many other specialty ingredients. Arenus ([www.arenus.com](http://www.arenus.com)) is a division of Novus Nutrition Brands, LLC (a subsidiary of Novus International, Inc.), that focuses on developing health and dietary supplements for the equine and companion animal markets. STRATUM<sup>®</sup> Nutrition, a division of Novus Nutrition Brands, LLC, focuses on human nutrition through specialty and functional ingredients for manufacturers of foods, beverages and dietary supplements ([www.stratumnutrition.com](http://www.stratumnutrition.com)).

Novus is privately owned by Mitsui & Co. (U.S.A.), Inc. and Nippon Soda Co., Ltd. For more information, visit [www.novusint.com](http://www.novusint.com).

#### **Forward-Looking Statements**

Certain statements discussed in this press release constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements generally relate to our plans, objectives and expectations for future events and include statements about our expectations, beliefs, plans, objectives, intentions, assumptions and other statements that are not historical facts. Such forward-looking statements, including those concerning the Company's expectations, are subject to known and unknown risks and uncertainties, which could cause actual results to differ materially from the results, projected, expected or implied by the forward-looking statements, some of which are beyond the Company's control, that may cause the Company's actual results, performance or achievements, or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. These risks and uncertainties include but are not limited to the risks described in our filings with the Securities and Exchange Commission. Unless required by law, we undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. For more detail on these and other risks, please see our "Risk Factors" section in our annual report on Form 10-K for the year ended December 31, 2010.



**Contacts**

***Investor Inquiries:***

Lucas Binder  
VP, Business Development and Investor Relations  
ORBCOMM Inc.  
703-433-6505  
binder.lucas@orbcomm.com

***Media Inquiries:***

Jennifer Lattif  
Vice President  
The Abernathy MacGregor Group  
212-371-5999  
jcl@abmac.com