NOBLE IRON INC.
FOR IMMEDIATE RELEASE
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Texada Software Launches FleetLogic App To Optimize Equipment Service

SaaS platform empowers mechanics, field service providers and operators to manage and analyze equipment issues in real-time, improving productivity, profit, and the equipment professional's experience

San Francisco CA, August 11, 2016 -- Texada Software announced the launch of FleetLogic, a mobile and desktop application that enables users to manage inspections and work orders, track asset-specific history and parts specifications, and look up equipment availability, status and location in real-time.

The company also announced FleetLogic's first customer launch with HirePool, New Zealand's largest independent equipment rental company. FleetLogic will be deployed to 250 equipment service professionals managing HirePool's equipment fleet at over 60 locations.

"Just in North America alone, the equipment industry represents over $100 billion of annual spending and is currently managed by operators and service technicians who are grossly underserved by software," said Isaac Ristich, FleetLogic's Head of Product. "Unlike pen and paper, FleetLogic is a revolutionary mobile platform that stores and analyzes data previously captured by hand and becomes an intelligence tool that instantly offers mechanics and equipment operators the information they need to do their jobs well, and efficiently. Questions such as: "What was wrong with this boom lift when it was serviced a year ago? Who worked on that dozer the last time it came into the shop? Which attachment in our inventory can work with a specific excavator, and how many are currently in stock?" can now be answered in the palm of a user's hand. Our objective in building FleetLogic is to constantly improve both the productivity and the experience of equipment service professionals. Utilizing user-focused design principles, FleetLogic's engineers work alongside mechanics and technicians to diagnose issues that lead to inefficiency and frustration, and then build solutions. FleetLogic's user interface and interaction are intuitive and familiar, making it easy and fast to deploy, and a solution that industry service professionals will love using every day. Equipment professionals will now have a central resource for all fleet-related information, on almost any device, and their organizations can operate more efficiently and profitably while also improving their customers' experience."

About Texada Software

Texada Software, a wholly owned subsidiary of Noble Iron Inc., offers cloud or client-based software applications for equipment rental companies, equipment dealerships, construction companies, general contractors, and construction or industrial equipment operators, including mechanics, and logistics and service technicians. Texada's software applications manage the entire equipment lifecycle, including equipment purchasing; rental and sales transactions; inventory location, utilization, maintenance and depreciation tracking; used equipment sales and disposals analysis; and inventory replenishment analysis. Texada's software products include, SRM (Systematic Rental Management), FleetLogic, Insight and Gateway. For more information, visit www.texadasoftware.com or call (800) 361-1233.

About Noble Iron Inc. *(NIR: TSX Venture Exchange)*

Noble Iron Inc. is a technology company that offers on-demand construction equipment, and software applications to equipment owners and users to manage their equipment's lifecycle. The company operates in equipment rental, equipment sales, and software for construction and industrial equipment users and owners.

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