Cooper Equipment Rentals Launches Texada Pay

August 9, 2021 - San Francisco, CA – Texada Software, a wholly-owned subsidiary of Noble Iron Inc. (TSX Venture: NIR), announced today that Cooper Equipment Rentals has launched a pilot of the Texada Pay application within five of its 50 branches. Texada Pay enables secure transaction payment processing and is integrated directly into Texada's software platform that helps equipment rental companies, dealerships and other rental asset management companies optimize business operations. Cooper Equipment is a full-service construction equipment rental company, servicing contractors across Canada. In 2021, Cooper was ranked #18 in the RER 100 top rental companies in North America with approximately $193 million in revenue.

"Texada Pay is an example of one of our more recent products that have added value to our customers, allowing them to automate collections, collect payments more securely, and reduce costly errors," Nabil Kassam, CEO of Noble Iron commented. "We continue to develop ways to empower our customers and make work easy and instant. We are grateful for the strong relationship we have with Cooper and look forward to deepening our partnership by delivering more and more technology tools that accelerate business."

"We are excited to work with Texada on this pilot and look forward to a successful deployment of the application," commented Byron Schwandt, Cooper Equipment Rental's Manager of Technology. "Texada Pay's credit card tokenization process ensures transactions with our customers are seamless and secure without having to store sensitive credit card data."

Cooper Equipment will continue the pilot of the Texada Pay application over the next 30-60 days with the goal of deploying the application in all 50 of its branches before the end of 2021.

About Noble Iron Inc.

Noble Iron is a technology company that offers software applications and services to construction, industrial and other equipment rental companies, owners, and users to manage their business and assets' life cycle.

Texada Software, a wholly owned subsidiary of Noble Iron, offers cloud or client-based software applications for equipment rental companies, equipment dealerships, construction companies, general contractors, and equipment operators, including mechanics, logistics managers and service technicians. Texada's products manage the entire asset 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 is the provider of industry-leading technology FleetLogic, a mobile field service and logistics management platform; SRM (Systematic Rental Management), a complete management software for scaling rental businesses; Texada Pay, a payment processing platform; and GateWay, an online store and mobile e-commerce app for customers and sales teams. For more information, visit www.texadasoftware.com or call 1(800) 361-1233.

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This news release may contain forward-looking statements which reflect the Company's current expectations regarding future events. The forward-looking statements are often, but not always, identified using words such as "seek", "anticipate", "plan", "estimate", "expect", "intend" and statements that an event or result "may", "will", "should", "could" or "might" occur or be achieved and other similar expressions. These forward-looking statements involve risk and uncertainties, including the difficulty in predicting acceptance of and demands for new products, the impact of the products and pricing strategies of competitors, delays in developing and launching new products, fluctuations in operating results and other risks, any of which could cause results, performance, or achievements to differ materially from the results discussed or implied in the forward-looking statements. Many risks are inherent in the industries in which the Company participates; others are more specific to the Company. The Company's ongoing quarterly filings should be consulted for additional information on risks and uncertainties relating to these forward-looking statements. Investors should not place undue reliance on any forward-looking statements. Management assumes no obligation to update or alter any forward-looking statements whether as a result of new information, further events or otherwise, other than as required by law.