



## **Heartland Robotics Announces New VP, Software Development**

*Highly respected entrepreneur brings deep software expertise to robotics start-up*

Cambridge, MA – September 23, 2010

Paula Long, a co-Founder and former VP of Products and Strategy of EqualLogic, has joined Heartland Robotics, Inc. as the Company's Vice President of Software Development. Ms. Long is well-known in the technology community for her success in building EqualLogic from inception to the company's eventual sale to Dell Computer for \$1.4B in 2008, where she served as a VP in Dell's Storage Product group until recently. Before co-founding EqualLogic, Ms. Long held a number of senior software management and development positions with IronStream, Allaire Corporation, Bright Tiger Technologies, and Digital Equipment Corporation.

Heartland Robotics was founded in 2008 by iRobot co-Founder and former MIT professor Rodney Brooks, and is headed toward production and sales of its first generation of robots for manufacturing environments.

"Our robots will be intuitive to use, intelligent and highly flexible. They'll be easy to buy, train, and deploy and will be unbelievably inexpensive. Heartland Robotics will change the definition of how and where robots can be used, dramatically expanding the robot marketplace," explained Dr. Brooks. "We are thrilled to welcome Paula to our mission."

Scott Eckert, the Company's President and Chief Executive Officer, added, "Software innovation is central to the creation of robots that are both remarkably intelligent and easy to use. Paula's demonstrated leadership ability and entrepreneurial spark will be a tremendous addition to our team and help us create something that hasn't been seen before."

*About the Company: Heartland Robotics, Inc. is developing a revolutionary new generation of intelligent robots to increase productivity and efficiency in manufacturing environments. Introducing robots into places that have not been automated before will make manufacturers more efficient, their workers more productive, and keep jobs from migrating to low-cost regions. The Company is funded by Charles River Ventures and Bezos Expeditions - the personal investment company of Jeff Bezos.*