



Heartland Robotics Hires Scott Eckert as Chief Executive Officer

Brings High-Volume Consumer Product Expertise to Robotics Start-Up

Cambridge, MA – June 4, 2010 – Heartland Robotics, Inc. today announced it has hired Scott Eckert to serve as the Company’s Chief Executive Officer, effective June 7, 2010. Founded in 2008 by iRobot co-Founder and former MIT professor Rodney Brooks, Heartland Robotics is developing a new class of robots to bring increased productivity to manufacturing environments. The Company - funded by Brooks, Bezos Expeditions, the personal investment company of Jeff Bezos, and Charles River Ventures - is heading toward production and sales of its products, and has brought Mr. Eckert in to lead the company in this next stage of growth and development.

Rodney Brooks, Heartland Robotics’ Chairman and Chief Technical Officer, cites Mr. Eckert’s extensive background in successfully managing the manufacturing and marketing of high-tech products for consumer and enterprise markets, and in building new businesses from inception through significant scale. “Scott has proven his dedication to constant innovation and has demonstrated keen leadership and entrepreneurial skills in his executive roles at Dell and as the CEO and a co-founder of Motion Computing.” Mr. Eckert holds several awards – including an Ernst & Young Entrepreneur of the Year award - recognizing his successful entrepreneurial and philanthropic endeavors, and received his MBA from Harvard University and BA from Stanford University.

Bezos Expeditions enthusiastically welcomes Mr. Eckert as Heartland Robotics’ new CEO. “We are excited about the next phase in the Company’s growth and feel confident that Scott Eckert is a tremendous asset in leading Heartland Robotics and our goal of effecting a sea change in the process of manufacturing,” said Melinda Lewison of Bezos Expeditions. Devdutt Yellurkar of Charles River Ventures said “Heartland Robotics is poised to make a considerable impact on our approach to manufacturing in the U.S. We are excited to have Scott to join as CEO and to help realize Rod Brooks’ vision to redefine manufacturing economics.”

Rodney Brooks said “Patrick Sobalvarro, Heartland Robotics’ outgoing President, has led the Company through early development, preparing the ground for Heartland Robotics’ next stage of growth. We appreciate his contributions to the Company, and wish him the very best in his next endeavor.”



About the Company: Heartland Robotics, Inc. is developing a revolutionary new generation of intelligent robots to increase productivity and efficiency in manufacturing environments. Our robots will be efficiently integrated into existing lines, and deployed where traditional industrial robotic solutions are cost prohibitive or insufficiently flexible. Heartland Robotics aims to revitalize this important sector of the economy.