Texada to Deploy Software at Toromont's Hewitt Equipment
and Announces RentalLogic and Vision X

February 28, 2018 - San Francisco, CA - Texada Software, a wholly owned subsidiary of Noble Iron (TSXV:NIR), announced that following Toromont's (TSX:TIH) recent acquisition of the assets of Hewitt Equipment, representing the largest Caterpillar dealer acquisition to date, Texada will implement its software products at Hewitt's equipment rental and dealership operations acquired by Toromont. Toromont provides specialized equipment to diverse sectors, and Toromont's Caterpillar dealership operates 120 branches across Canada.

"This project with Toromont builds on a strong relationship we have had together for a number of years," said Alex Kress, Texada's General Manager. "Our team is excited to exceed expectations through our leading edge technology and services that radically improve our customers' lives."

Texada also announced two new software products, Vision X and RentalLogic, which were both unveiled at the ARA (American Rental Association) Show on February 19.

Vision X is an augmented reality (AR) application that empowers mechanics, field service technicians and drivers to more effectively diagnose and repair equipment issues. Users of Vision X interact with photorealistic 3D models of construction and industrial equipment to conduct virtual disassembly or repair procedures. Sales representatives can use Vision X as a tool to virtually demonstrate equipment and parts. Vision X also integrates with a customer's inventory and work order management software, so users can view 3D AR models of specific equipment in their fleet, including an asset's complete service history, telematics sensor readings, and predictive analytics. Users can also see real-time parts inventory levels and order parts directly within Vision X.

"Vision X represents a digital evolution of equipment maintenance by giving service technicians super powers: perfect memory, X-ray vision, and the ability to make accurate predictions - even remotely. It may sound crazy, but through Vision X these feats become possible," commented Isaac Ristich, who leads the Vision X project.

Texada also unveiled RentalLogic, a cloud-based software application designed to maximize productivity for any business offering rental transactions. RentalLogic captures reservations; manages inventory availability; and streamlines the contract, invoice generation, rental return and payment process. Additional modules such as work order management, e-commerce store, and integration with a company's accounting software are also available to scale RentalLogic's capabilities.

"Before building RentalLogic, we spoke with hundreds of prospective and current customers to understand how their businesses have evolved, and what solutions they need to maximize and increase their potential," said Adam Kropf, Product Manager at Texada. "RentalLogic simplifies the rental management process, so that getting your daily work done is faster and easier for everyone from the counter operator to the entire management team."

RentalLogic's public release is scheduled for Q2 of 2018, and Vision X is currently in beta.

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

Noble Iron is a technology company that offers software applications and services to construction and industrial equipment owners, renters and users, and field service companies to manage their business and equipment lifecycle.

Texada Software, a wholly owned subsidiary of Noble Iron, offers cloud or client-based software applications for rental and field service companies, equipment dealerships, construction companies, general contractors, and 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, and newer products such as RentalLogic and Vision X that are in limited release or beta. For more information, visit www.texadasoftware.com, www.getfleetlogic.com, facebook.com/texadasoftware or call (800) 361-1233.

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