



PRESS RELEASE

For Immediate Release

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ICONICS, Inc. Recognized as 2012 Microsoft Sustainability Partner of the Year

Foxborough, Massachusetts, USA - June 25, 2012 - Today, ICONICS, Inc. proudly announced it has won the 2012 Microsoft Sustainability Partner of the Year Award. The company was honored among a global field of top Microsoft partners for demonstrating excellence in innovation and implementation of customer solutions based on Microsoft technology.

“ICONICS is extremely pleased and honored to have been selected for this prestigious global award from Microsoft recognizing innovation and success at providing software solutions that help customers reduce consumption and environmental impact,” said Russ Agrusa, President and CEO of ICONICS. Our Energy and Facility AnalytiX™ solutions reinforce the strength of our relationship with Microsoft, as well as our commitment to providing our customers and partners with cutting edge energy and sustainability solutions.”

Awards were presented in multiple categories, with winners chosen from a set of nearly 3,000 entrants worldwide. ICONICS, Inc. was recognized for providing outstanding solutions and services in Sustainability.

The Sustainability Partner of the Year Award recognizes the partner who delivered software and technology innovations built on the Microsoft platform that helped people and organizations around the world reduce their impact on the environment.

“For its commitment to helping customers increase the energy-efficiency of their operations, ICONICS, Inc. is recognized by Microsoft as the 2012 Sustainability Partner of the Year,” said Rob Bernard, chief environmental strategist for Microsoft. “By using the Microsoft technology

platform to harness the power of real-time data from manufacturing and facility operations, ICONICS has achieved outstanding results in driving customer sustainability efforts and reducing energy costs across multiple industries.”

The Microsoft Partner Awards recognize Microsoft partners who have developed and delivered exceptional Microsoft-based solutions throughout the past year.

ICONICS is a leading independent software supplier and Microsoft Gold Certified Partner of award-winning, HMI/SCADA, energy management, manufacturing intelligence, MES and building automation solutions, with over 250,000 installations in over 60 countries worldwide. ICONICS software is recommended for automating, monitoring and optimizing a customer's most critical assets and processes and has been selected by over 70% of Fortune 500 companies.

Energy AnalytiX™ is an energy management and sustainability solution that enhances the users understanding of their KPI's and goals related to budget, energy and carbon emissions. Rich visualization dashboards are delivered to any user, anywhere and at any time, via desktop, web browser, or smart phone utilizing Microsoft Silverlight or Microsoft SharePoint 2010.

Facility AnalytiX™ is a predictive equipment diagnostic solution that uses an advanced Fault Detection and Diagnostics technology. It incorporates algorithms which weigh the probability of faults and advice management, operators and maintenance personnel of actions to prevent equipment failure or excessive use of energy.

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ICONICS Background Information

ICONICS, a Microsoft award winning, Gold Certified Partner of the Year, provides solutions to improve productivity reduce integration time and operating costs and optimize asset utilization with visualization and automation software. Founded in 1986, ICONICS has 250,000 installations in over 60 countries worldwide. ICONICS meets the demanding application challenges of the automotive, building automation, food and beverage, government infrastructure, manufacturing, petrochemical, pharmaceutical, renewable energy, utilities and water/wastewater industries. As a managed Microsoft ISV Partner, ICONICS designs its solutions to leverage Microsoft technologies, including multiple Windows platforms (including Windows 7 and Windows Server 2008), Microsoft .NET, Silverlight, SQL and SharePoint Portal Server. ICONICS is the honored recipient of multiple Microsoft awards and achievements.

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