

**FOR IMMEDIATE RELEASE**

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Local Robotics Firm RoadNarrows Expands in Loveland

Loveland, Colorado (September 30, 2010) – The Northern Colorado Economic Development Corporation (NCEDC) and RoadNarrows, LLC are pleased to announce the expansion of RoadNarrows, LLC in Loveland, Colorado. Growth to 200 educational and commercial customers and continued focus on research and development lead to the expansion of the eight year old company.

Kim Wheeler, co-founder and CEO at RoadNarrows states, "This is a powerful time for RoadNarrows. We are growing carefully, organically, through maintained customer satisfaction, strong industry partnerships, and government funded research initiatives. We are bringing on-board the right people at the right time, giving rise to innovation which we believe will place us in a position of leadership in the robotics and intelligent systems industries. Northern Colorado has been an ideal location for finding excellent, diverse talent, as well as having access to local manufacturers to support prototyping and other research and development efforts. "

RoadNarrows started their expansion late last year with an \$18,000 incentive from the City of Loveland which allowed them to lease a 3,300 sq. ft. facility in downtown Loveland at 125 E. 5th Street.

Ms. Wheeler continues: "We are thrilled to be in downtown Loveland and be part of the revitalization effort in the local community. The open lab space this new facility provides is perfect for a combination of software, mechanical, and electrical engineering development for building and testing robots, as well as sales and business development activities."

RoadNarrows specializes in robotics, sensors, and intelligent systems for the research and education markets, providing value-add to top-tier robot products, research and development of industry unique solutions, and contract engineering services.

RoadNarrows currently employs eight people in Loveland, with plans for a 50 percent expansion rate in the next few years. With their most recent hire of three engineers with master degrees, and Kai Staats, a local entrepreneur, over half of RoadNarrows' staff now has advanced degrees.

Betsey L. Hale, Business Development Manager for the City of Loveland, states, "We are very pleased to be a small part of the growing success of RoadNarrows. They have recently pulled from the local community to grow their engineering and market development expertise and we are confident RoadNarrows will rise to the next level of success."

NCEDC began working with RoadNarrows in April of 2009. NCEDC assisted them with local and state incentive programs such as the Colorado First/Existing Training Grant Program and Job Performance Incentive fund, ran an economic impact analysis through Colorado State University and is working with them to take advantage local enterprise zone tax credits available at their new location.

"It is fantastic to have such a remarkable entrepreneurial robotics firm growing in our region," stated Mike Masciola, COO & Senior Vice President, NCEDC. "With their focus on educational products and affordable robotics products for home users, RoadNarrows will help put Loveland on the map internationally."

About RoadNarrows, LLC:

Based in Loveland, Colorado, RoadNarrows is a privately held robotics and technologies company founded in 2002. RoadNarrows sells and provides technical support for some of the most popular robotic product lines used by the academic and research community world-wide. RoadNarrows Research & Development develops intelligent peripheral components and accessories, including cameras, mobile sensor architectures, and open-source platform software to give robotics researchers advanced, time and resource saving tools.

For more information, visit: www.roadnarrows.com

About NCEDC:

The NCEDC is a non-profit organization and the primary resource in Larimer County to assist with business attraction and business retention and expansion of primary employers. Through the generous support of NCEDC's investors and strategic partners, year to date the NCEDC staff has assisted in the creation of 409 primary jobs with an average salary of \$64,300, 61% above the Larimer County average salary of \$40,000. This provides an annual payroll of over \$30 million earned by local residents. Visit www.ncedc.com for more information.

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