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The Technology Student Association (TSA) and Innovation First International Announce a Partnership to Introduce a Signature Robotics Competition Using the VEX Robotics Design System

Competition to Further Stimulate Middle School and High School Student Interest in Science, Technology, Engineering and Mathematics (STEM)

Greenville, Texas - November 19, 2009 - Innovation First International, creators of the largest and fastest growing middle and high school robotics program, and the Technology Student Association (TSA), a national organization dedicated to increasing technological literacy in middle school and high school students, today announced the creation of a national robotics competition that will bring Innovation First's VEX Robotics Design System to 150,000 TSA students across the country.

The TSA VEX Robotics Competition will provide students with a hands-on co-curricular competition for learning about science, technology, engineering and mathematics (STEM) and will complement the existing technology-related competitions offered by TSA. TSA VEX Robotics tournaments will be conducted in conjunction with the organization's state conferences beginning in spring 2010 in approximately ten states followed by a championship event at the National TSA Conference in Baltimore, Maryland, which will be held on June 28 through July 2, 2010. TSA anticipates additional states will host events in the 2010-2011 school year.

"We are honored to partner with such a visionary organization devoted to shaping the technology leaders of tomorrow," said Tony Norman, president and CEO of Innovation First International. "VEX Robotics is on an amazing growth trajectory and this signature competition will extend our expertise in robotics to 2,000 schools currently served by TSA."

"TSA believes its members will benefit greatly from involvement in the VEX competition," said Dr. Rosanne White, TSA's executive director. "This competition provides a truly exciting and engaging platform through which students are exposed to the latest in robotics education, and it gives them the opportunity to further their knowledge in STEM areas."

The TSA VEX Robotics game will be a one-on-one competition played on an 8 x 8 field designed specifically for use in the classroom. Similar to other TSA competitive events, the game will carry over from year to year. The annual VEX Robotics Competition game, which changes each year, will continue to be a two-on-two competition played on a 12 x 12 field. Officially registered VEX Robotics Competition teams will have a choice of participating in any TSA VEX competition event plus any of the more than 150 VEX Robotics Competition tournaments worldwide.

The VEX Robotics Competition is the largest and fastest growing middle and high school robotics program globally with more than 2,000 teams from 20 countries playing in over 150 tournaments worldwide. The VEX Robotics Design System is affordable, robust and offers an assortment of over 200 of the most advanced educational robotics products available today. See www.vexrobotics.com for more information on the VEX Robotics Design System and the VEX Robotics Competition.

About Technology Student Association (TSA)

The Technology Student Association (TSA) is a national non-profit organization for middle and high school students with a strong interest in technology. TSA fosters personal growth, leadership and opportunities in technology, innovation, design and engineering. Members apply and integrate science, technology, engineering and mathematics (STEM) concepts through co-curricular activities, competitive events and related programs. Members are supported by teachers, parents, and business leaders who promote a technologically educated society. TSA serves more than 150,000 students in 2000 schools in 48 states. <http://www.tsaweb.org/>

About Innovation First International

Innovation First International, a privately held corporation, was founded on the belief that innovation very early in the design process is necessary to produce simple and elegant product designs. Innovation First began producing electronics

for unmanned mobile ground robots and is now an industry leader in the hobby, competition, education and toy markets. The company's award winning Vex Robotics Design System, HEXBUG Micro Robotic Creatures, and RackSolutions span the education, consumer and business-to-business markets. In 2007, the company launched www.RobotEvents.com, an online portal dedicated to the advancement of educational and competitive robotics, which provides comprehensive information on the latest robotics competitions, educational workshops and information for teachers and mentors. The company also created the VEX Robotics Competition in 2007, designed to give a diverse group of students the chance to celebrate their accomplishments and share their passion for robotics with each other. Leveraging the company's core competency in electrical and mechanical engineering, the RackSolutions division works closely with all major computer OEMs to provide custom mounting solutions and industry-wide rack compatibility for data installations of all sizes. In 2009 the company added offices in Hong Kong, China, and the United Kingdom to better serve the global marketplace. With an advanced in-house metal fabrication plant, distribution center, and corporate office located together in a 13 acre complex in Greenville, Texas, the company is poised to continue on a rapid growth path. Please visit www.innovationfirst.com for additional information.

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