



Raven Announces New Implementation of Slingshot(R) API

SIOUX FALLS, S.D., March 15, 2012 (GLOBE NEWSWIRE) -- Slingshot®, a breakthrough innovation in precision ag from Raven Industries (Nasdaq:RAVN), is excited to announce the launch of a new software application called OnSite™ from AgIntegrated that will utilize the Slingshot API. The Slingshot API, or Application Programming Interface, is a software-to-software interface that is invisible to the end-user providing a simple way for one software system to communicate with another.

OnSite is a cloud-based mobile and desktop app that assists with file management and communications to and from the field by socially connecting people. By tapping into the Slingshot API, the OnSite software is able to communicate directly with Raven field computers to efficiently transfer data and locate equipment in the field.

AgIntegrated's use of the Slingshot API is evidence that a shift is occurring in the agricultural industry where software and technology providers are focusing more on their areas of expertise and becoming more willing to collaborate and integrate with each other to meet the demands of the industry. Today, the Slingshot API already offers a solution that will allow collaboration between the software providers such as AgIntegrated and the technology in the field. "AgIntegrated's implementation of OnSite is a great example of the Slingshot API at work," says Paul Welbig, Director of Slingshot Operations for Raven Industries. "Slingshot provides the wireless connection to the hardware in the field and provides a great connection for AgIntegrated to provide a seamless solution for their customers." Another driver in this shift is the adoption of mobile technologies and smart phones within agriculture. "Mobile technologies are enabling the precision ag consumer to become the most important asset once again," says Mike Santostefano, Director of Marketing and Business Development for AgIntegrated. "These consumers, including Precision Ag Specialists, Salespeople, Agronomists, Consultants, Operators, and Growers, are the people responsible for adopting and embracing precision agriculture. As seen in other industries, these connected consumers will ultimately drive the need for lower cost, easier to use, integrated systems that make their day more efficient."

If you have questions about Slingshot or the Slingshot API, visit www.ravenslingshot.com or call us toll free at (800) 243-5435 to learn more about how you can get started today. For more information about OnSite, please visit www.onsiteag.com or www.agintegrated.com.

About AgIntegrated

AgIntegrated, Inc. offers multi-platform applications and information management solutions to the agricultural industry in the form of consulting, development, marketing, and support services. AgIntegrated's experience and knowledge of agricultural processes, coupled with strong partnerships with top retailers, equipment and chemical manufacturers, soil labs, and technology providers enables AgIntegrated to provide premium, connected solutions to meet industry demands.

About Raven Industries

Since 1978, Raven has helped define the concept of precision agriculture and continues to create ground-breaking ideas and products that improve the position of growers around the world. Raven is publicly traded on NASDAQ (RAVN) and has earned an international reputation for agricultural innovation, product reliability and unmatched service and support. From field computers to boom controls, from GPS guidance to steering systems, Raven is leading the way for precision ag technology that delivers in the field. In partnership with our network of Raven dealers and distributors, we're helping growers of all sizes and types work smarter, reduce input costs and increase yields and profitability. Success in farming has always been about using less and getting more. With Raven, you can simply do it better.

Slingshot is a registered trademark of Raven Industries, Inc.

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