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INNOVATION FIRST, INC. TO DEBUT VEX ROBOTICS EDUCATION WEB PAGE AT VEXROBOTICS.COM

*Web Page Provides Key Resources to Educators Interested in
Bringing Robotics Education into the Classroom*

Greenville, Texas – November 5, 2007 – In an effort to promote greater interest in science, technology, engineering and math (STEM) in schools across the globe, Innovation First, Inc., a leader in educational and competitive robotics products today announced the company will debut the Vex Robotics Education Web page, hosted on the Vex Robotics Web site at VexRobotics.com. The new Web page will serve as a resource for educators looking to introduce robotics into their STEM curriculum.

The new education Web page will feature a uniquely tailored selection of classroom lab kit packages, available for purchase, which provide a custom solution for robotics education on multiple levels, including middle school, high school and college. The custom packages were developed using feedback from teachers, schools and districts throughout the country that have integrated hands-on robotics programs into their classrooms. Additionally, the Web page will offer many free education and classroom support materials for download. Educators will also have the ability to search for educational support representatives by region who are available to assist teachers and administrators with their questions about how to assemble a customized solution for their needs. Information about these features can be found on the home page.

“Many schools want to get involved in robotics programs to enhance their STEM curriculum, but don’t know how,” said Jason Morrella, senior director of education and

competition at Innovation First. “The new education Web page makes it easy and provides a one-stop resource for robot kits, games, competitions, free educational materials and our Vex education support representative locator.”

All lab kit packages offered to educators on the Web page are based on the popular Vex Robotics Design System, which helps student unlock the power of their imagination by designing and constructing radio-controlled robotic devices that can lift, throw, climb, gather and expand the boundaries of experimental intelligence. The system gives young people a fun, new way to learn about STEM subjects. By working together to create robots that perform exciting challenges, they also gain valuable problem-solving and team-building skills.

“Implementing robotics in my classroom is fun and really straightforward due to the great resources offered by Vex,” said Joseph Vanderway, science and robotics teacher at Granada Hills High School in Granada Hills, Calif. “My students really benefit from this stimulating hands-on approach to learning. They love working together and challenging themselves to create a robot in the physical world that actually does something. Vex makes it possible to build nearly anything the students can dream up.”

The Vex Robotics Education Web page offers a selection of robotics packages that are designed to work together and are discounted for educational use. The Vex Robotics Classroom Lab Foundation Kit is ideal for the beginning Vex Robotics Design Engineering Lab and costs \$549.00. A single Lab Foundation Kit will support a group of two to five students in building a robot. A full class lab setup for a group of 30 students will typically require five to ten individual kits. Further expansion sets can be added to increase the level of complexity, challenge and design concepts for students. Prices for expansion kits range from \$99.00 to \$289.00. Additional details about the various packages are available on the Vex Robotics Web site.

For more information about Vex Robotics Education, please visit www.vexlabs.com/vex-education.shtml.

About Innovation First, Inc.

Innovation First, Inc., a privately held S 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, Inc. began producing electronics for unmanned mobile ground robots, and is now an industry leader in the hobby, competition and education markets. The company's award-winning Vex Robotics Design System, VEXplorer, HEXBUG Micro Robotic Creatures, and IFI Robotics span the education, consumer and business-to-business markets. Innovation First's staff are unmatched in their experience in supporting and running educational and competitive robotics competitions. 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. With an advanced in-house metal fabrication plant, distribution center, and offices 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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