

FOR IMMEDIATE RELEASE

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**De Boer named as North East sales representative**

*Fort Atkinson, Wis.* [April 13, 2015] – Paul De Boer has been appointed as the North East regional sales representative for Digi-Star, LLC, a Wisconsin based manufacturer of advanced measuring systems and software used in the precision agriculture sector.

“Paul’s extensive dairy background and TMR Tracker® install experience will be an asset to new and current Digi-Star customers," says Jack Danner, Digi-Star sales manager. Danner added, "Paul’s passion for increasing milk production through consistent nutrition will be an added value our dairy customers.”

De Boer, previously worked with De Laval Dairy Service and Cargill Inc., in Vermont. While De Boer was with Cargill he was responsible for the installation and education of TMR Tracker® for customers in his territory. De Boer holds a Bachelor of Science in applied economics and management, farm business management and finance from Cornell University.

Based in Pittsford, Vt., De Boer will support the entire Northeastern region providing sales support to Digi-Star's full line of precision feed management solutions including the hand held Moisture Tracker™.

For more information call (920) 563-1400 or email: [sales@digi-star.com](mailto:sales@digi-star.com).

Digi-Star LLC (<http://digi-star.com/>), a Topcon Positioning Group company, is headquartered in Fort Atkinson, Wis., with additional facilities and businesses in the Netherlands and United Kingdom. Digi-Star LLC is a global supplier of electronic sensing equipment, precision sensors, displays and software used by farmers and other equipment operators to precisely measure and analyze valuable data from critical farming processes.

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Editor’s Note:

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