



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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### MOORE APPOINTED NEW DIGI-STAR PRESIDENT & CEO

**Fort Atkinson, WI....**July 1, 2013. Malcolm "Mac" F. Moore has been appointed President and CEO of Digi-Star, LLC a Wisconsin based manufacturer of advanced measuring systems and software used in the precision agriculture sector.

Moore has relinquished his current role as Executive Chairman of the company, a position he has held since the acquisition of Digi-Star by Baird Capital in 2012. Prior to his association with Baird and Digi-Star, Moore served as President and CEO of the Gehl company.

In addition to his new role at Digi-Star, Moore will continue to serve on the Boards of Twin Disc and Ag Growth International. Moore succeeds Grant Ihrke who has retired following 22 years of service in sales and executive leadership for Digi-Star. Ihrke will now serve as a member of the Digi-Star Board of Directors.

Headquartered in Fort Atkinson, Wisconsin, with additional facilities and businesses in the Netherlands and United Kingdom [Digi-Star LLC](#), is a global supplier of electronic sensing equipment, precision load cells and software used by farmers and other equipment operators to precisely measure and analyze valuable data from critical farming processes.

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