



## Press Release

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### SUP-X™ THE STARTUP EXPO SELECTS APELLIX AS STARTUP COMPETITION WINNER

JACKSONVILLE, FL -- February 23, 2016 – Apellix, creator of the Worker Bee™ robotics drone system, announced today that it was the winner of the SUP-X Startup Expo. Apellix was selected from hundreds of online applicants and ultimately from a group of 50 semi-finalists. A panel of four investors from throughout the US selected the winners whom were awarded \$50,000 in cash prizes. A Platform-as-a-Service for industrial workplaces, the Worker Bee system physically interacts with and modifies its environment with the purpose of moving workers from harm's way. It's a revolutionary new product for completing dirty, dangerous, and dull tasks.

SUP-X, the StartUp Expo, is a two-day international conference and expo attracting 1500+ startup and early-stage entrepreneurs, angel and VC investors, and service providers from throughout North America. It is emceed by Gary Bredow, host of the PBS series "Startup" and featured keynotes by Jim Jensen of Ultimate Software, and serial entrepreneur Rachel Braun Scherl. The 2017 event is being held at the greater Ft Lauderdale Broward County Convention Center February 8-10.

“This is an exciting step forward for Apellix and I’m confident that demonstrating the Worker Bee robotics drone platform at SUP-X will move this revolutionary technology one step closer to mass production,” said Bob Dahlstrom, Founder and CEO of Apellix. “In the United States alone, 95 climbers working on industrial towers died between 2004 and 2012. By replacing human judgment with science, Apellix increases safety and productivity, reduces costs and labor, and provides measured standardized quality with environmentally sustainable benefits.”

#### About Apellix

Apellix is a Platform-as-a-Service for industrial workplaces that need to complete tasks integral to their business but dangerous to workers. Our patent-pending Apellix Worker Bee™ robotics system physically interacts with and modifies its environment with the purpose of moving workers from harm's way. It's a revolutionary new product for completing dirty, dangerous, and dull tasks. For more information, visit: [www.Apellix.com](http://www.Apellix.com)

#### About SUP-X

SUP-X: The StartUp Expo, is an annual international conference and expo that brings together startup and early-stage entrepreneurs, angel and VC investors, and related service providers from throughout North America. For more information on SUP-X, visit <http://www.sup-x.org/>