

For Immediate Release**Buy an Outback Guidance Big Screen – Get a Big Screen TV**

Hiawatha, KS — March 2, 2009— (TSX: HEM) Hemisphere GPS has recently introduced a new sales promotion program for its Outback Guidance® precision agriculture brand. Outback customers can purchase a big screen guidance system for work, and get a big screen TV for play for no additional charge. With every purchase of either guidance system, Outback Sts™ or Outback S3™, combined with an Outback eDriveTC™ auto-steering system, customers will receive a free* flat screen Best Buy® for Business high definition television (HDTV).

The Outback Sts combines the most popular features of the market-proven Outback S2™ with a user-friendly 7 inch touch screen interface. Featuring an electronically integrated Outback Steering Guide™ and a variety of easy-to-use guidance patterns, Outback Sts offers solid performance and simple operation.

The Outback S3 boasts an 8.4 inch high-resolution touch screen, which provides constant situational awareness, unparalleled job management capabilities, and is backed by the Outback Guidance longstanding commitment to quality and customer satisfaction. Outback S3 takes innovation and performance to a new level.

The Outback eDriveTC GPS assisted steering system extends the functionality of both the Outback S3 and the Outback Sts. Once eDriveTC is engaged, it uses GPS technology to automatically steer the vehicle. It provides more uniform treatments, extends hours of operation, and requires less driver skill. Not only does eDriveTC steer more accurately than humanly possible, it includes Tilt Compensation (TC) which is essential for precise applications to correct for position errors caused by driving on slopes in the terrain.

*This is a limited time offer and is only available to customers in North America. For more information, and for the complete terms and conditions of this offer, please visit the promotions page at www.outbackguidance.com.

About Hemisphere GPS

Hemisphere GPS designs and manufactures innovative, cost-effective GPS products for positioning, guidance, and machine control applications in agriculture, marine and other markets. The Company holds numerous patents and other intellectual property and owns leading brand names, including Outback Guidance® and BEELINE®, two of the leading brands in precision GPS for ground agriculture. The Company is headquartered in Calgary, Alberta, with major product development, sales, and marketing facilities in Arizona, Kansas, Texas, and Australia. Hemisphere GPS trades on the Toronto Stock Exchange under the symbol "HEM" and is a component of Standard & Poor's TSX SmallCap Index. For more information about Hemisphere GPS, please go to www.hemispheregps.com.

The above disclosure contains certain forward-looking statements that involve substantial known and unknown risks and uncertainties. These forward-looking statements are subject to numerous risks and uncertainties, certain of which are beyond Hemisphere GPS' control, including: the impact of general economic conditions, industry conditions, increased competition, the lack of availability of qualified personnel or management, fluctuations in foreign exchange or interest rates, stock market volatility and market valuations of companies with respect to the announced transactions and the final valuations thereof, and obtaining required approvals of regulatory authorities. Hemisphere GPS' actual results, performance or achievement could differ materially from those expressed in, or implied by these forward-looking statements and, accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do so, what benefits, including the amount of proceed, that Hemisphere GPS will derive there from.

For more information, please contact:

Jeff Farrar
Channel Marketing Manager, Ground Agriculture
Hemisphere GPS
Phone: (785) 742-5131
E-mail: JFarrar@hemispheregps.com
www.outbackguidance.com

Cory Pala
Investor Relations
E.vestor Communications Inc.
Phone: (416) 657-2400
E-mail: CPala@evestor.com