



For Immediate Release

Rochester, NY - August 3, 2006

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Ken Fiske is 2006 Business Person of the Year Finalist

SenDEC CEO Recognized For Outstanding Business Leadership and Community Involvement

The Small Business Council of the Rochester Business Alliance has selected Ken Fiske, President and CEO of SenDEC Corporation, as a finalist for the 2006 Business Person of the Year Award. As one of nine finalists, Fiske will be honored for an exemplary record of business leadership and community involvement in Rochester and Monroe County at the 24th annual Small Business Council Gala Luncheon on October 17th at the Rochester Riverside Convention Center where the winner will be announced.

The Business Person of the Year Award, established in 1983, recognizes outstanding business leadership and community involvement in the greater Rochester metropolitan area. Finalists for the Business Person of the Year Award were selected from the nominees based on criteria including contributions to a business employing fewer than 500 people, impact within the company's industry and commitment to civic endeavors.

Marge Whitney, VP of Marketing for Crossbridge Financial Group, LLC, nominated Fiske for the 2006 award. "I nominated Ken Fiske because of his genuine commitment to help his employees excel in their professional and personal lives.", stated Whitney. "His loyalty to his staff, his keen sense of leadership and tremendous business growth at SenDEC made him an outstanding candidate for the Business Person of the Year Award.", she added.

Fiske co-founded SenDEC in 1972 originally to design, manufacture, and install residential and commercial security systems. He has significantly changed the business model since then and today the company consists of two independent business units. SenDEC's Contract Electronics Manufacturing (CEM) Group provides a full suite of circuit board manufacturing services up to and including final product assembly and logistics. SenDEC's Products Group is a worldwide leader in electronic monitoring and display devices that include hour meters, volt meters, tachometers, and racing products sold into more than 20 industry vertical markets. In the last fiscal year, SenDEC's sales increased by roughly 170 percent and employment was at an all time high of 190.

One of SenDEC's core values includes Duty to the Community and the company and its employees support numerous charitable organizations in the Rochester area including the Dream Factory of Rochester, Inc., Hometown Hugs of Western New York Inc., the American Cancer Society, Mercy Flight Central, and other various community endeavors.

“Simply put, it is our people that make the difference.” said Ken Fiske, President and CEO of SenDEC Corporation, “I am honored for being nominated and selected as a finalist for this award and attribute it to hiring dedicated employees who are committed to customers, quality, and their community.”

About SenDEC Corporation

SenDEC is one of the fastest growing companies in the Upstate New York area and is organized into two main business units: the Contract Electronics Manufacturing (CEM) Group and the Products Group. SenDEC’s CEM Group provides comprehensive electronic manufacturing services (EMS) including: design, prototype, PCB (printed circuit board) assembly, electromechanical assembly, test engineering, rework, material management and turnkey box build services. Its client base includes startups, mid-sized companies, and Fortune 100 corporations worldwide serving the commercial/industrial, consumer, energy, medical, military and telecommunication markets. In an industry marked by offshore outsourcing, SenDEC’s CEM Group offers an experienced, onshore alternative that can deliver higher quality at lower total cost – giving customers a competitive edge. The SenDEC Products Group manufactures its own family of digital monitoring and display devices that include solid-state electronic hour meters, tachometers and engine monitors for the industrial, home & garden and racing industries to name but a few. These are marketed under the SenDEC name as well as private labeled to OEMs (original equipment manufacturers) and through its distributor network around the world. While SenDEC’s CEM and Product Groups operate separate lines of business, they share the commitment to quality and customer service that has been a SenDEC tradition for over 30 years. For more information visit www.sendec.com or call 1-800-295-8000.

About the Small Business Council of Rochester

The SBC provides services, support, and business-to-business opportunities to growth-oriented small business owners throughout the greater Rochester metropolitan area. Independent of market or industry, the SBC is recognized as the voice of small business, meeting the dynamic and diverse needs of its members.