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SenDEC's CEO is 2008 Business Person of the Year

Ken Fiske 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 the 2008 Business Person of the Year. As one of nine finalists, Fiske was honored for an exemplary record of business leadership and community involvement in Rochester and Monroe County at the 26th annual Small Business Council Gala Luncheon on October 15th at the Rochester Riverside Convention Center where the award was presented.

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.

Bob Easterly, Sales Consultant for EPIC Advisors, nominated Fiske for the 2008 award. "SenDEC's listings in Inc.5000 and the Rochester Top 100 are a testament to its success" stated Easterly. "However, success is measured in other ways and I nominated Ken for his personal qualities and leadership which have helped create a company with a high level of ethics and active community involvement.", he 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 electronics manufacturing services (EMS) 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, tachometers, battery and liquid fuel gauges and voltmeters sold into more than 20 industry vertical markets. SenDEC's revenue increased from \$14 million in 2005 to over \$60 million in 2007, allowing it to be recognized as one of the fastest-growing private companies in the United States.

One of SenDEC's core values includes Duty to the Community and the company, with active leadership by its employees, supports 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, Fairport's Police, Fire and Ambulance Corps and other various community endeavors.

"This is truly an honor being selected as the Small Business Council's Business Person of the Year. I attribute this award to hiring dedicated employees who are committed to customers, quality, and their community." He added, "Upstate New York has been in a challenging business climate and I believe the rebirth of Upstate and Rochester area relies on small, nimble businesses for growth."

About SenDEC Corporation

SenDEC is one of the fastest growing companies in the nation and is organized into two main business units. SenDEC's Contract Electronics Manufacturing (CEM) Group provides comprehensive electronic manufacturing services (EMS) including: design for manufacturability, prototyping, PCB (printed circuit board) assembly, electromechanical assembly, test engineering, rework, turnkey box build (final product assembly) and supply chain management services. Its client base includes startups, mid-sized companies, and Fortune 500 corporations worldwide serving the commercial/industrial, consumer, energy, medical, military and telecommunications markets. SenDEC's Products Group is a leading manufacturer of digital monitoring, display and control devices that include solid-state electronic hour meters, tachometers, battery and liquid fuel gauges, volt meters and engine monitors that are used in a wide variety of gas and battery powered equipment markets. These are marketed under the SenDEC name as well as private labeled to OEMs (original equipment manufacturers) and are sourced to over 40 countries through SenDEC's global distributor network. While SenDEC's CEM and Product Groups operate as independent business units, 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

For the past 25 years, the SBC has delivered premier services, events and educational programs to energize business successes in 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.