



For Immediate Release

September 12, 2006

SenDEC selected as Recipient For 2006 Rochester Business Ethics Award (RBEA)

Company is Recognized For Ethical Behavior in its Business Practices

Rochester, NY, September 12 -- SenDEC Corporation has been selected as a recipient for the 2006 Rochester Business Ethics Award that recognizes companies that exemplify high standards of ethical behavior in their everyday business practices.

SenDEC and Toshiba Business Solutions New York were announced as joint recipients of the award today in the small-company category (250 employees or fewer). This is the first year in the history of the RBEA that there was a tie and two awards were presented in a single category. Both companies will now be submitted to a national award competition in the area of business ethics.

The presentation of the award to SenDEC took place at the annual Rochester Business Ethics Award luncheon at the Riverside Convention Center by Monroe County Supreme Court Justice, Hon. Francis Affronti, who chaired the judges' panel.

Sponsored by the Society of Financial Service Professionals in partnership with St. John Fisher College and the Rochester Business Alliance, this prestigious annual award honors companies that demonstrate a firm commitment to ethical business practices in everyday operations and management philosophies in response to crises or challenges.

"When I became aware of the opportunity to nominate a company for the 2006 RBEA, SenDEC Corporation immediately came to mind. In my position as auditor and financial consultant, I have had the opportunity to experience first-hand the high level of ethics demonstrated by management and the company on a continuous basis", said Jim Zielinski, CPA, who has had overall responsibility for services provided to SenDEC by Bonadio & Co., LLP since 1990 and who initially nominated SenDEC for the award.

After being nominated, SenDEC submitted an official nomination binder documenting the Company's ethical business practices which a distinguished panel of independent judges who represent business, academia, public service, media, consulting and the ethics community in Rochester reviewed with other submitted entries. The judges evaluated all nominated businesses on the integrity of their corporate "code of ethics" as well as their clear demonstration of the company's commitment to ethics in communication from the CEO and senior management to associates and customers. SenDEC was selected with four other finalists in the small company category.

Ken Fiske, SenDEC President and CEO stated, "The SenDEC employee family is guided by the simple golden rule 'treat others as you would like to be treated yourself'. This has and continues to apply to the way in which SenDEC treats our customers, employees, distributors, suppliers, and the greater community in which we work and live. This simple motto is also the foundational element on which our company values and code of ethics are built upon. It was a true honor for SenDEC to be nominated and

selected as an RBEA finalist this year. To be named as this year's recipient gives me great pride in our people and reminds me that vision and hard work based on honesty and integrity does indeed make a large difference.”



Rochester Mayor Robert Duffy and Monroe County Executive Maggie Brooks open RBEA



Ken Fiske, President and CEO, SenDEC accepts the 2006 RBEA

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 RBEA

The Rochester Business Ethics Award (RBEA) recognizes local companies that exemplify high standards of ethical behavior in their everyday business practices and in response to crises or challenges. Established in 1994 by the National Society of Financial Service Professionals (SFSP), this awards program continues to gain prestige and stature. In 2003, the Rochester Chapter of the SFSP and St. John Fisher College adapted the national program to raise awareness of the importance of business ethics in Rochester, honor those companies that exhibit stellar ethical standards, and meet the specific demographics of our community. The Rochester Business Alliance joined as a third sponsor in 2005. For more information about the Rochester Business Ethics Award, or to purchase tickets, visit www.rochesterbusinessethics.com.