



## For Immediate Release

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## THE ROCHESTER TOP 100

## SenDEC Ranks #2 in Rochester Top 100 Companies

*Growth in Customer Base and Portfolio Contribute To Best Ranking in Company's History*

SenDEC Corporation, a leading provider of both contract electronics manufacturing services (EMS) and electronic monitoring and display devices, today announced they have received recognition from the Rochester Business Alliance and KPMG LLP, ranking them #2 in the Rochester Top 100. The Top 100 program ranks the area's fastest growing privately held companies. SenDEC will be formally recognized at the Rochester Business Alliance's Annual Meeting and Top 100 Event on November 8 at the Rochester Riverside Convention Center.

Over the last three years, SenDEC's sales have increased by over 210% and employment at its two Fairport-based business units has increased by over 80%. This represents the 7<sup>th</sup> ranking in the Rochester Top 100 for SenDEC in the past 11 years, but the highest to date for the company.

SenDEC's Contract Electronics Manufacturing (CEM) business unit has rapidly expanded as new customers have recently been added – many of which have increased their business with the company. SenDEC's Products business unit - which manufactures meters, tachometers and other monitoring devices for the industrial, lawn & garden and racing industries - has been able to increase its share in markets it serves as well as enter new ones through the introduction of new devices it has designed and manufactured.

SenDEC has also been recognized with numerous additional honors this year including:

- 2006 Rochester Business Ethics Award
- 2006 Vendor of Excellence Award from Hand Held Products, Inc.
- Nomination of Ken Fiske, SenDEC President and CEO, for the 2006 Business Person of the Year Award by the Small Business Council of Rochester

"This Rochester Top 100 recognition is a wonderful bookend to what has been a truly breakout year for our company," said Ken Fiske, President and CEO of SenDEC Corporation. "We pride ourselves on providing high quality services and products, viewing Customer Service as a corporate philosophy versus a department, and keeping promises we make to our customers. We look forward to improving our ranking next year."

The Rochester Top 100, now in its 20<sup>th</sup> year, is a program that salutes the area's high performing companies. The program is sponsored by the Rochester Business Alliance and the local office of KPMG LLP, a worldwide accounting firm. Eligible companies must be independent, privately held, have revenue

of at least \$1 million in each of the three most recent fiscal years and be headquartered in the greater Rochester area. The companies are ranked according to revenue growth both in terms of dollar and percentage increases.



## 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](http://www.sendec.com) or call 1-800-295-8000.