



For Immediate Release

For more information, contact:
Mark A. Indovina, COO
Tenrehte Technologies, Inc.
585.466.4882
info@tenrehte.com

TENREHTE CEO SELECTED AS TED FELLOW

Jennifer Indovina, CEO of high tech startup Tenrehte Technologies has become one of the newest TED Fellows to participate in the prestigious TED2010 Conference!

ROCHESTER, NY USA – December 14, 2009 – Tenrehte Technologies, a leading producer of smart grid wireless devices, is pleased to announce that CEO Jennifer Indovina has been selected as a TED Fellow. Organizers of the TED Conference announced earlier today the 25 TED Fellows who will participate in TED2010, TED’s annual conference in Long Beach, CA, February 9 - 13, 2010. The TED2010 Fellows join the TED community as the most recent additions to the TED Fellows program, joining the TED, TEDGlobal and TEDIndia Fellows from 2009.

The TED2010 Fellows reflect both geographic and discipline diversity. From Israel to Brazil to Malaysia, these innovators excel in the technology, entertainment, design, science, film, art, music, entrepreneurship and nonprofit worlds. The group also includes filmmakers, engineers, artists, scientists and musicians. “They represent a spectacular concentration of cross-disciplinary talent in the arts and sciences, entrepreneurship and engineering, education and new journalism. We look forward to their contributions to the TED community and the amazing collaborations that are sure to occur among them,” said Tom Rielly, TED Fellows director.

In addition to participating as full members of the TED2010 conference audience, each TED Fellow will participate in a two-day pre-conference, where they will receive world-class communication training, deliver a short TEDTalk, and collaborate with their peers, among other benefits. The Fellows will also participate in the TED community

throughout the next year, by telling their ongoing stories on the TED Fellows blog, being featured in the online Fellows directory and participating in a private social network.

“We are absolutely thrilled for Jen to be selected as a TED Fellow,” said Mark Indovina, COO of Tenrehte. “To be selected as a Fellow is both an honor and extremely humbling for Jen given that TED receives applications from well over 1000 game-changing innovators around the globe.”

About Jennifer M. Indovina

Jen has an extensive management, marketing, and engineering background. She has managed large international teams in a corporate setting and has broad experience in new product development, technical marketing, sales, and product management. Jen was previously the Director of Marketing for Vivace Semiconductor where she led global technical marketing, sales, and customer engineering teams based in the US, South Korea, and China. Jen was responsible for all technical documentation, marketing and sales material, and advertising for the complete VSP Digital Media System-On-Chip (SoC) product line. Prior to joining Vivace, she was a Marketing Associate responsible for all technical documentation, marketing and sales material for a Digital Signal Processor IP startup, Improv Systems. Early in her career Jen was an Associate Engineer at Improv Systems responsible for DSP benchmarking and characterization. She has written numerous technical papers and is a contributor to the textbook "International Corporate Finance" to be published in 2010. Jen is an active member of the 26th District's Energy Advisory Board which is under the leadership of Congressman Chris Lee. The board is composed of a talented and experienced group of energy leaders from throughout Western New York to provide expert advice and assist in developing constructive solutions to lower energy prices, create jobs, and clean up our environment. Jen holds a BS in Electrical Engineering and an MBA in Finance and Marketing from Rochester Institute of Technology. While at Rochester Institute of Technology, she was the project leader and contributing engineer for the M.E.T.E.O.R. Project, a capstone project to produce the first university based space program which would conduct laboratory experiments at low Earth orbit.

About Tenrehte

Tenrehte Technologies, Inc. produces System on Chip solutions to enable wireless connectivity in smart grid devices, ultimately improving people's lives and saving them money. Tenrehte creates products that will empower consumers to take a more active role in the grid, eliminate wasted energy costs and reduce their carbon footprint. The company is headquartered in Rochester, NY USA and has an R&D center in Austin, TX USA. More information can be found at www.tenrehte.com.

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 25 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world's leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and UK Prime Minister Gordon Brown. The annual TED Conference takes place in Long Beach, California;

TEDGlobal is held each year in Oxford, UK. TED's media initiatives include TED.com, where new TEDTalks are posted daily, and the Open Translation Project, which provides subtitles and interactive transcripts as well as the ability for any TEDTalk to be translated by volunteers worldwide. TED has established the annual TED Prize, where three exceptional individuals with a wish to change the world are given the opportunity to put their wishes into action, and TEDx, which offers individuals or groups a way to host local, self-organized events around the world. Follow TED on Twitter, twitter.com/tedtalks, or on Facebook, www.facebook.com/TED

TED2010, "What the World Needs Now," will be held Feb. 9-13, 2010, in Long Beach, California, along with TEDActive, a simulcast conference of TED2010, in Palm Springs, California. TEDGlobal 2010, "And Now the Good News," will be held July 13-16, 2010, in Oxford, UK.

###

Tenrehte™, Smart Wi-Fi!™, Spank The Grid™, PICO™, PICOwatt™, PICOmed™, PICOmesh™ are trademarks of Tenrehte Technologies, Inc. All other trademarks referenced belong to their respective owners.