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BUSINESS PLAN CONTEST WINNERS ANNOUNCED

Rochester, NY – Five early stage companies competed for more than \$50,000 in cash and service prizes on Friday, April 30th, in the 2010 Rochester Regional Business Plan Contest Finals, held at the Hyatt Regency Hotel. The winners were announced at the 2nd Annual Celebration of Entrepreneurship Luncheon, which drew 250 attendees.

Tenrehte Technologies was named the first place winner, receiving a \$25,000 cash prize, \$5,000 of incubation services from High Tech Rochester, and \$2,500 of marketing services courtesy of Dixon Schwabl Advertising. Tenrehte creates wireless products to enable connectivity in Smart Grid devices. The products empower consumers to take a more active role in the grid, eliminate wasted energy costs, and reduce their carbon footprint. Their award winning first product, the PICOwatt Smart Plug is a Wi-Fi outlet plug adapter that provides remote power control over the Internet.

The second place winner, FloodWatch, received \$5,000 prize, \$2,500 of incubation services from High Tech Rochester, and \$2,500 of marketing services from Dixon Schwabl Advertising. The third place winner, Wi3, received \$2,500 cash, \$1,000 of incubation services from High Tech Rochester, and \$2,500 of marketing services from Dixon Schwabl Advertising. The two remaining finalists, Exiscan and TopDown Images, also received marketing services from Dixon Schwabl Advertising.

The contest was open to for-profit startup companies headquartered in the Greater Rochester region. The five finalists were selected from an initial pool of 25 entrants, and represented industry sectors including software, biotech and electronics.

The Rochester Regional Business Plan Contest is a collaborative initiative aimed at stimulating more entrepreneurial activity in the nine-county, Greater Rochester Region. The planning committee includes High Tech Rochester, Digital Rochester, Greater Rochester Enterprise, Nazareth College School of Management, Rochester Institute of Technology, and the University of Rochester Simon Graduate School of Business.

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About High Tech Rochester (HTR)

High Tech Rochester is a non-profit economic development organization driving growth in the Rochester/Finger Lakes region through the Formation and Incubation of high-tech startup businesses, and through advanced consulting services provided to small manufacturing firms through its NYSTAR-funded Regional Technology Development Center. Learn more at www.htr.org.

About Digital Rochester

Digital Rochester (DR) is a community of approximately 5,000 technology professionals and entrepreneurs from across the Upstate New York region working together to strengthen and grow the tech

sector. With membership drawn from IT, telecom, engineering, optics, high tech manufacturing and the life sciences, DR's events and community services include an array of networking, educational, entrepreneurial and economic development activities designed to serve a broad spectrum of participants. Digital Rochester was named New York State's 2003 Small Business Not-For-Profit Organization of the Year. For more information, go to www.digitalrochester.com.

About Greater Rochester Enterprise

Greater Rochester Enterprise (GRE) is a public-private partnership established to professionally market the Rochester metropolitan region as a competitive, high-profile place for business location and growth. Its efforts support business attraction and expansion, as well as entrepreneurship and innovation. GRE collaborates with businesses, universities, not-for-profit organizations and government leaders to ensure a unified approach to regional economic development. For more information, please go to www.RochesterBiz.com.

About Nazareth College School of Management

The mission of the School of Management is to prepare students to become responsible leaders with the ability to contribute sustainable value for both business and society. This is accomplished through learner centered programs that are global, ethical and entrepreneurial in orientation. Nazareth has offered management education programs for over 65 years. The Nazareth SOM offers undergraduate degree programs in accounting, business administration, business and marketing education, economics, international business and information technology. In addition, the SOM offers graduate degree programs in accounting, business education, human resource management, and management. Learn more at www.naz.edu.

About Rochester Institute of Technology

Rochester Institute of Technology, internationally recognized as a leader in computer, engineering, imaging technology, business, fine and applied arts, and education of the deaf, is a proud sponsor of the Rochester Regional Business Plan competition and is committed to promoting entrepreneurship within the greater Rochester region. Visit www.rit.edu to learn more.

About University of Rochester Simon Graduate School of Business

The Simon School prides itself as the place Where Thinkers Become Leaders™ and is currently ranked among the leading graduate business schools in the world in rankings published by the popular press, including *BusinessWeek*, *U.S. News & World Report*, *The Wall Street Journal*, *Financial Times* and *Forbes*. For example, the *Financial Times* recently rated the School 5th in the world for both finance and managerial economics and 6th in the world for accountancy. More information about the Simon School is available on the World Wide Web at www.simon.rochester.edu.

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