



For Immediate Release

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TENREHTE TECHNOLOGIES, INC. JOINS INAUGURAL CLASS OF THE GREENSTART, LLC CLEANTECH ACCELERATOR PROGRAM

The 12-week program concludes with a pitch day in December, when Tenrehte will have the opportunity to present to angel, venture capital and strategic investors!

ROCHESTER, NY AND SAN FRANCISCO, CA USA – September 21, 2011 – Tenrehte Technologies, a leading producer of wireless energy efficiency products, is pleased to announce that the company was selected to join three other startups as part of the inaugural class of the innovative Greenstart, LLC Cleantech Accelerator Program. The program officially kicked off on September 19, 2011.

From a field of 129 applicants, Tenrehte was chosen for its game changing wireless energy efficiency product the PICOWatt® Smart Plug, experienced management team, and low capital requirements. As Tenrehte's first product, the PICOWatt® Smart Plug was chosen out of hundreds of entries by CNET editors as winner of the prestigious "Best Of CES" Award for the hottest Green Technology at the 2010 International CES. PICOWatt® is a self sufficient smart-plug device that exploits internet connectivity to provide real-time energy monitoring, control, and kilowatt-hour demand scheduling. PICOWatt® works with existing appliances using a conventional outlet for power so your devices will charge, run, and consume power automatically at the optimal price per kilowatt-hour, saving the Earth, reducing your carbon footprint, and perhaps most importantly: reducing your electric bill.

"We are absolutely thrilled to be recognized by Greenstart and join their cleantech accelerator program," said Mark Indovina, COO of Tenrehte. "Given the breadth and depth of the 129 applications, this is a proud achievement for Tenrehte as we move into volume production with our PICOWatt® Smart Plug - the energy control device for a green tomorrow!"

"We're thrilled to welcome these four startups to the Greenstart Accelerator. Of all of our applicants, these clearly stood at the top." said Greenstart Managing Partner Mitch Lowe. "Each of these companies stands to make a big difference in the global energy challenge, and we're excited to help accelerate their businesses and make them smarter, faster, less risky and better capitalized."

In addition to an infusion of seed funding, during the course of the 12-week program, Greenstart will provide Tenrehte with a host of resources and tools, including a workspace in their open, collaborative and green headquarters in downtown San Francisco, mentorship, legal counsel, networking opportunities, and more.

About Tenrehte

Tenrehte Technologies, Inc. produces 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. More information can be found at www.tenrehte.com

About Greenstart

Greenstart is a cleantech accelerator program providing a fast runway to success for entrepreneurs addressing the energy challenge. Greenstart provides seed funding, mentoring, and connections with fellow entrepreneurs and investors in order to give startups an advantage in launching the cleantech ideas of tomorrow. The company is based in San Francisco. Additional information can be found at www.greenstart.com.

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