



For immediate release

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ADMMicro awarded contract with Boddie-Noell Enterprises Inc.
ADMMicro to add data and monitoring services.

Roanoke, VA (March 2, 2009) – ADMMicro, a leader in energy management, submetering, monitoring, and control announced today it will provide energy management services to Boddie-Noell Enterprises Inc., (BNE) the largest privately held franchise operator of Hardee’s restaurants.

Using its patented energy management technology, ADMMicro will monitor energy use in more than 200 Hardee’s restaurants in Virginia, North Carolina, South Carolina and Kentucky. The data will give Boddie-Noell a clear picture of any energy inefficiencies within its properties. ADMMicro’s EMS system was installed under a previous agreement and now BNE will receive important data and monitoring services that ADMMicro has to offer.

“This technology allows us to make better, more timely decisions on the operation of our restaurants,” says Rick Hammock, Boddie-Noell Director of Facilities Management. “In these lean economic times, it’s more important than ever.”

“It’s like the speedometer on your car,” explains John Marlowe, vice president, operations with ADMMicro. “With a speedometer you don’t just know that you’re traveling, you know how fast, and you can make good decisions based on that knowledge. Hardee’s will be given the same type of information about energy use.” The technology will monitor everything in the restaurant from the heating and air conditioning to kitchen equipment.

ADMMicro helps clients monitor and manage energy costs with its patented systems. By combining submetering and energy management capabilities, ADMMicro is able to track utility consumption and enable customers to reduce their energy costs and carbon footprints.

ADMMicro’s products are used at thousands of sites across the country by clients including Target, DSW, and O’Reilly Auto Parts. The company has six manufacturing operations, including three in the Roanoke, Va. area.

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About ADMMicro

Headquartered in Roanoke, Va., ADMMicro offers a new breed of intelligent energy management systems equipped with revenue-grade accurate metering devices to monitor electricity, natural gas, propane, or water consumption. The patented system can enhance security systems and manage retail maintenance service calls. The Energy Management System delivers rapid ROI for buildings of 1,500 square feet and up. ADMMicro is an Energy Star partner.

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