



**For immediate release**

**Contact:** Kelly Mayhew, 540-527-4600, [kelly.mayhew@admmicro.com](mailto:kelly.mayhew@admmicro.com)

**ADMMicro Enters Global Business Market with UK Projects**  
*Launch Made Possible by International Networking Organization*

**Roanoke, Va. (March 10, 2009)**— ADMMicro, Inc. announced today it has installed its high density sub-metering equipment and software at Eason & Son's Belfast headquarters and is monitoring the project in real time over the internet. Eason & Son is Ireland's largest dealer of books, newspapers and magazines, with 49 outlets in the Republic of Ireland and Northern Ireland.

The partnership was made possible through the connections made by the international Reciprocal Soft Landings Network (iRSLN), an emerging conduit for global business exchange and economic development affiliated with Virginia Tech and the New River Economic Development office in Blacksburg, Va.

“This marks ADMMicro's entry into the global business realm, and is a perfect example of how businesses are leveraging connections made through iRSLN to achieve recognition in the global market,” says Don Howell, ADMMicro's president and CEO.

Joe Tatum, ADMMicro's executive vice president and managing director, says executives from iRSLN and ADMMicro first discussed the partnership with United Kingdom economic development representatives at a 2008 networking event.

“ADMMicro is one of the first businesses in the United States to benefit from connections made through the iRSLN. Already, at least one company from the UK has traveled to the US to meet with ADMMicro management to discuss the possibility of becoming a ReSeller of the ADMMicro energy solutions within the UK,” Tatum adds.

Site surveys and proposals have been submitted for other UK projects currently under consideration involving the installation of ADMMicro equipment and software at large box retail facilities as well as govt. projects.

ADMMicro helps clients such as Eason & Son monitor and manage energy costs with its patented systems. By combining sub-metering 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 United States, and clients include Target, U.S. Postal Service, DSW, and O'Reilly Auto Parts. The company will continue its manufacturing operations at six outside facilities, including three in the Roanoke 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.*

*[www.admmicro.com](http://www.admmicro.com)*