

**For Immediate Release**

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**ADMMicro Inks Agreement with Former Chairman and CEO of  
Roanoke Electric Steel Corporation**

ADMMicro, a privately held energy management company, today announced Donald G. Smith will take an active role in the company and will be involved in moving the company to the next level.

“We are very excited about Don’s commitment to ADMMicro,” stated Don Howell, CEO ADMMicro. “He will open doors for us and help us meet our very aggressive growth plans for the company,” Howell added.

Although Smith officially retired in April 2006 from Roanoke Electric Steel Company, he continues to serve on more than 10 Boards for both major public corporations and local community organizations. Smith has agreed to support the sales and marketing efforts for this rapidly growing Roanoke company.

“One of my primary objectives, other than enjoying my retirement, is to make the Roanoke Valley a better place,” Smith commented. “I am so impressed with the potential for ADMMicro and what their success will mean to the Roanoke Valley, that I want to help the company grow,” he added.

ADMMicro currently employs 34 people in its headquarters offices in Roanoke with plans to increase staff by 30% over the next 12 months. Designers for both the hardware and software as well as sales and marketing are located in Roanoke offices. Manufacturing is completed in a four state area as well as the Roanoke area.

Current ADMMicro installations are in small box retail environments, specialty retail, fast food, casual dining, convenience stores, government buildings and military bases. ADMMicro recently announced a contract with Advance Auto Parts to equip an additional 1000 stores with the

ADMMicro Energy Management System. Advance Auto Parts already has 800 stores using the system.

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

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 algorithms built into the system enable ADMMicro controllers to automatically reduce peak consumption as well as reducing total energy consumption. In addition the system can enhance security systems and manage retail maintenance service calls. The system delivers rapid ROI for buildings of 1,500 sq ft and up. ADMMicro is an Energy Star partner.