



For Immediate Release:

**TENDRIL CEO ADRIAN TUCK ELECTED VICE-CHAIRMAN  
OF ZIGBEE ALLIANCE**

*Tuck's Appointment Underscores the Alliance's  
Commitment to Advancing Deployments of ZigBee*

Boulder, CO – January 7, 2008 – Tendril ([www.tendrilinc.com](http://www.tendrilinc.com)) today announced that CEO Adrian Tuck has been named Vice-Chairman of the ZigBee Alliance. Tendril has been a Participant level member of the ZigBee Alliance since the company's founding in 2004, and Tendril has been a member of the ZigBee Alliance's Board of Directors since early 2007 when it became the first software company elected to the Board in Alliance history. As vice-chairman for the ZigBee Alliance, Tuck will collaborate with Chairman Bob Heile in guiding the strategic focus and direction of the Alliance as the organization advances deployments of ZigBee in an ever-widening range of industries.

“Adrian has made great contributions to the Alliance as a member of the Board of Directors over the past year, and his leadership will be a tremendous asset in his new role as vice-chairman,” said Bob Heile, chairman of the ZigBee Alliance. “He has been a true visionary for the ZigBee industry, starting with the role he played in directing Ember's market strategy and continuing now as CEO of Tendril. He has a strong understanding of the marketplace and how to successfully drive market adoption of new technology, and his expertise will be valuable in the coming year as adoption of ZigBee continues to grow and more ZigBee-enable products and applications are deployed.”

“I am very proud of Tendril's long-standing participation in the ZigBee Alliance and our company's active involvement in a number of important committees—and it is an honor to be elected by the Board to serve the ZigBee Alliance in this new capacity,” said Adrian Tuck. “Tendril is passionate about open standards and we strongly believe in the work of the ZigBee Alliance to advance an open protocol for low-power wireless networks that will accelerate the adoption of this powerful technology. Some very compelling applications of ZigBee are rapidly making their way to market—including the energy management solutions that Tendril is providing to the utility industry—and I believe those rollouts will make this a milestone year for ZigBee technology and for the ZigBee Alliance.”

Tuck has been CEO of Tendril since 2006, guiding the company's continued growth, building its customer base and expanding its alliances with leading companies in the ZigBee network industry. Prior

to joining Tendril, Tuck served as both Interim CEO and Executive Vice President of Ember Corporation, where he guided the company's market strategy through its critical early-growth stage and helped position the company for significant growth. Under Tuck's management, Ember became the leader in the embedded wireless field, where it currently holds a dominant market share. Earlier, Tuck was President of U.S. Operations and VP of Marketing for Soft-ex, a call accounting software manufacturer that he successfully helped reposition as a high-end enterprise software and services company. Tuck also served as VP of Business Development & Marketing at Connect Communications Group.

### **About Tendril**

Tendril is bringing 21st century energy efficiency to the energy industry by providing technology that enables an important dialogue between consumers and their energy providers, allowing them to manage consumption and supply of energy in a smarter, more efficient way. Tendril's technology plays a critical role in creating an open, extensible, standards based, end-to-end energy ecosystem that connects consumer devices (like thermostats) to utilities' back office applications, enabling consumers and energy companies to understand and generate smart energy for life. For more information about Tendril visit [www.tendrilinc.com](http://www.tendrilinc.com).

### **ZigBee: Wireless Control That Simply Works**

The ZigBee Alliance is an association of companies working together to enable reliable, cost effective, low-power, wirelessly networked, monitoring and control products based on an open global standard. The ZigBee Alliance membership comprises technology providers and manufacturers worldwide. Membership is open to all. Additional information can be found at [www.zigbee.org](http://www.zigbee.org).

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