

## Sensicast Receives Frost & Sullivan's 2007 Company of the Year Award

*Top analyst firm cites company's turnkey product as key to its "categorical success" in wireless sensor networking market*

**Boston, MA and Fort Meyers, FL—April 26, 2007 Sensicast Systems, Inc.** ([www.sensicast.com](http://www.sensicast.com)), worldwide provider of turnkey Wireless Sensor Networking systems and services today announced that it has received Frost & Sullivan's coveted Company of the Year Award for its success and leadership in the burgeoning market for wireless sensor networking.

The award was presented last night at an Awards Banquet in which Sensicast was honored with other innovators for "Excellence in Industrial Technologies."

The Frost & Sullivan Award is presented each year to the company that has most demonstrated excellence within its industry. The Award is based on various factors including the company's business development strategy, competitive strategy, proof of success and revenue growth, technology innovation, market potential and leadership.

"Frost & Sullivan is proud to present the Wireless Sensor Company of the Year Award to Sensicast for its categorical success in this market," said V. Sankaranarayanan, Research Analyst, Frost and Sullivan. Over the past few years, Sensicast has been able to meet the most crucial demands of its customers in the market, one of which is to guarantee a higher ROI within a short period of time. Not only is the company involved in meeting the demands of its customers, but is also involved in enhancing the value proposition to its customers."

"Sensicast has been more successful than its competitors due to its unique strategy to sell end-to-end wireless sensor network systems, rather than just being a technology company, which many of its competitors are," said Sankaranarayanan.

In the written presentation of its 2007 Wireless Sensor Company of the Year Award, Frost & Sullivan concluded: "Sensicast has just found the tip of the iceberg and is poised for tremendous growth in the future due to its ability to offer an end-to-end wireless sensor solution that guarantees a faster ROI."

"In granting us this distinguished award, Frost & Sullivan has provided a strong validation of Sensicast's strategies and solutions for wireless sensor networks," said Gary Ambrosino, CEO of Sensicast. We are honored to receive this award and proud to see Frost & Sullivan's independent recognition of Sensicast's commitment to delivering robust and reliable systems that work out of the box for all end-user applications."

### **About Frost & Sullivan**

*Frost & Sullivan*, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. *Frost & Sullivan* serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit [www.awards.frost.com](http://www.awards.frost.com).

### **About Sensicast**

Sensicast provides turnkey Wireless Sensor Network systems and services that help operating managers dramatically reduce costs & improve efficiency. Sensicast's easy-to-deploy SensiNet® systems report real-time operations data from applications, processes, and facility conditions. SensiNet is a patented, self-installing, self-healing solution that captures critical data through Smart Sensors and makes the information available and actionable through internal and remote Web-based access. SensiNet meets the needs of a range of industrial and commercial enterprises—including remote monitoring of temperature, energy, moisture/humidity, and other data types; while also facilitating governmental/environmental compliance. Visit [www.sensicast.com](http://www.sensicast.com).

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