



ADURA TECHNOLOGIES BOOSTS COMMERCIALIZATION EFFORTS, NAMES LEETE VP OF SALES

SAN FRANCISCO, March 30, 2010 – Adura® Technologies, a leading provider of wireless lighting control and energy management solutions, today announced that Larry Leete has been named vice president of sales, a new position.

Leete is a founder of Kanepi Innovations, which creates wireless infrastructure for energy conservation and building controls, and a board member of McKenzie Bay International, Ltd., a renewable energy holding company.

“We are delighted to be able to continue building a strong executive team and developing our commercialization efforts at Adura Technologies,” said Jack Bolick, Adura’s President and Chief Executive Officer. “Larry has a long history in wireless controls, lighting and sales, and will expand Adura’s distribution channels and extend our sales reach.”

“I’m looking forward to driving Adura’s success in the marketplace with multiple channel partners, including qualified installers and certified distributors and integrators,” said Leete. “Existing commercial buildings looking to reduce their electrical costs and carbon footprint will find that the Adura LightPoint System™ can be easily and cost-effectively installed and save 30 to 70 percent on their lighting bills.”

Earlier this year, Adura named Andrew (Andy) Wheeler, a leading expert in wireless sensor and control networks, as Chief Technology Officer. It also announced \$12 million in new funding from NGEN Partners, VantagePoint Venture Partners and Claremont Creek Ventures.

About Adura Technologies

Adura® Technologies is a clean energy technology company, applying low-power wireless mesh networking to the lighting controls and energy management markets. The company designs, manufactures and commissions energy management solutions for its customers. Adura's mission is to provide cost-effective solutions for the retrofit of commercial buildings so that building owners, tenants and facility managers can implement energy efficiency and load curtailment strategies that help reduce their operating costs and their carbon footprint. Adura is backed by NGEN Partners, a pioneering investor in the clean tech sector; VantagePoint Venture Partners, a leading clean tech investor, and Claremont Creek Ventures, a seed and early-stage venture capital firm. For more information, please visit www.aduratech.com.

Contact:

Dave Berman

DBA Communications Inc. for Adura Technologies

(650) 743-1512

davidberman@gmail.com