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Contact
Jenny Fuerst
Fahlgren Mortine
614.888.1374
jenny.fuerst@fahlgren.com

REDEMTECH JOINS NEW MICROSOFT AUTHORIZED REFURBISHER PROGRAM

— Program Supports Redemtech's Core Objectives for Increased Reuse, PC Lifecycles and Customer Value —

Columbus, Ohio—Redemtech (www.redemtech.com), a leading provider of Technology Change Management (TCM) and IT Asset Disposition (ITAD) services, announced that it is an early participant in the Microsoft Authorized Refurbisher (MAR) program launched today.

The new program, developed by Microsoft Corp., is tailored to the needs of large refurbishers, like Redemtech, that want to deliver preinstalled genuine Windows XP software licenses on refurbished PCs sold in the commercial market. Enterprises that are decommissioning surplus hardware, consumers and businesses in the market for refurbished PCs, and refurbishers such as Redemtech, will all benefit from the program. The extended reuse of equipment, which leads to fewer electronics landfilled or exported, also will be good for the environment. Redemtech is a major supporter of the MAR program, as it aligns closely with its core business objectives related to equipment reuse, extended life, and creating value for customers.



"The Microsoft Authorized Refurbisher program allows us to affordably provide our customers with their operating system of choice – Windows – with low-cost refurbished PCs, directly increasing the value of our corporate clients' retired hardware, and the higher value typically leads to more responsible management of IT assets," said Robert Houghton, president of Redemtech. "By providing consumers and enterprises a means to purchase inexpensive refurbished systems with genuine Microsoft software, the secondary, or refurbished, PC market will be forever improved by enabling wider access to computing technology while extending the life of older systems that might otherwise be disposed or stockpiled."

The MAR program is an evolution of Redemtech's relationship with Microsoft. Redemtech is a long-time participant in Microsoft's Community MAR program, which targets charities, schools and other eligible community entities. Redemtech had been asking Microsoft for a program like MAR that gives enterprises and consumers similar low-cost opportunities for license compliance that schools and non-profits currently enjoy, and is excited by today's announcement.

"Redemtech knows firsthand the power of Microsoft certification through its participation in the MAR program," said Hani Shakeel, senior product manager for the Genuine Windows Product Marketing team at Microsoft. "This program is a win for all participants: enterprises that are decommissioning old hardware, consumers and business that are in the market for refurbished PCs, and refurbishers such as Redemtech."

Enterprises to See Increased Value on Used Equipment

Companies with a surplus of computers will benefit from the MAR program in two major ways. First, those looking to disposition surplus equipment will see greater returns from higher resale values on their used, excess PCs sold with genuine preinstalled Windows XP software licenses.

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Companies selling surplus equipment through Redemtech and the MAR program will benefit from the company's unique consignment model. Enterprise service customers can expect to see a 10 percent to 40 percent increase in their commission share of the remarketing proceeds. This increase is in addition to the 10 percent to 15 percent higher-than-industry-average return Redemtech generates on remarketed assets sold in the commercial market. Also, Redemtech delivers its customers secure asset recovery and warranted data security to ensure that all data is safely managed in transit and verifiably destroyed prior to resale.

A second significant way that companies will benefit from the MAR program is through increased reutilization or extended life of their surplus equipment. Organizations already using Windows XP can get XP licenses on refurbished PCs, as Microsoft will continue to make XP available through the MAR program, and will be able to access online and pay per incident support options from Microsoft. This extension of the hardware lifecycle is important to both the bottom line and the environment. Specifically, Gartner recommends five-year lifecycles on desktops for established Windows 2000/XP users, and when the systems remain functional into the fifth year, Gartner encourages organizations to exploit the installed base for the maximum period of time.

Companies looking to standardize their hardware platforms can also benefit from the MAR program and Redemtech's model management services. Redemtech analyzes the reliability of hardware recovered from the field, identifying those with higher failure incidents and greater maintenance costs and then replaces the less reliable/more expensive models with quality refurbished equipment of desired models.

Equipment Reuse Positively Impacts the Environment

According to the U.S. Environmental Protection Agency, of the 115 million computers and 400 million wireless devices that will be disposed of this year, it estimates that 76 percent could get stockpiled. Now with the MAR program, the process of refurbishing and extending the life of some of that equipment is more efficient, and the financial advantages more favorable to storage.

Redemtech strongly promotes reuse and extended life, which reduces the amount of recycled equipment and the potential for equipment to become e-scrap in a third-world country. For example, in 2006 alone, the company helped its clients properly dispose of nearly 15 million pounds of obsolete e-waste and also has diverted an additional 11 million pounds of equipment from the waste stream through remarketing.

End-users Benefit from Cheaper, More Valuable Used Equipment

Organizations looking to buy and redeploy used equipment rather than purchase new, possibly to support busy business cycles or special projects, will benefit from Redemtech providing genuine Windows XP operating systems preinstalled, with a Certificate of Authenticity (COA) and backup media, on professionally refurbished, OEM-level tested business-grade equipment – versus the risk of buying used computers without these protections.

The program also provides the opportunity to facilitate employee sale programs, where companies make equipment currently not being used available to employees to buy.

PCs refurbished through Redemtech come with a specially designed COA, eliminating concerns of pirated software, as well as a Recovery Media Pack, Web-based support from Microsoft, an upgrade path to Windows Vista or other future operating system releases, and access to downloads, updates and enhanced features from Microsoft.

Redemtech hopes that the MAR program will encourage buyers to consider low-cost refurbished equipment, depending on their needs, rather than buying new. As a sister company, Redemtech has an exclusive relationship with Micro Center stores and will be selling equipment refurbished through the MAR program through this channel. Redemtech will also provide a 90-day warranty on all equipment sold through the program.

For more information on the MAR program, please visit www.redemtech.com/MAR.

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About Redemtech

Redemtech Technology Change Management (TCM) services help organizations increase IT asset utilization and assure regulatory compliance during technology transitions. Redemtech provides an outsourced solution to TCM that uses best practices and automated technologies to implement and manage processes for deploying, redeploying and decommissioning computer systems. Redemtech clients can realize a 40 to 70 percent reduction in asset recovery and disposition costs, while achieving 100 percent warranted data security and environmental compliance assurance. Redemtech is a wholly owned subsidiary of Micro Electronics, one of the largest privately held technology companies in the United States. For more information on Redemtech, visit www.redemtech.com.

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