



DNA Group to Drive Smart Grid Adoption for Appliance OEMs

New initiative will develop creative ways for appliance Original Equipment Manufacturers (OEMs) to easily incorporate smart grid technologies into their products

Raleigh, NC - February 28, 2011 - DNA Group, Inc., a leading provider of integrated power delivery solutions for OEMs, today announced the launch of a Smart Grid development initiative aimed to help OEMs more easily incorporate solutions for current sensing and wireless communication at the appliance level into their products. Bill Romick, Vice President of Business Development, DNA Group, Inc., will lead the initiative.

“With the next generation of device and appliance design being centered around the Smart Grid, it is critical that we offer our OEM customers the best solutions available to easily connect their products to the grid,” said Eric Vaughn, President of DNA Group, Inc. “There is nobody better suited than Bill to research the market, understand the technologies and identify appropriate opportunities where we can add continued value for our customers. Bill has already proven himself as a leader within DNA Group and the industry, and we are confident he will help us achieve success in this new and promising area.”

DNA Group’s smart grid technologies focus on micro-metering, the sensing and measurement of electrical current consumption at the individual device and appliance level. This technology is key to both independent energy management in the home by consumers, as well as demand response interface between the home and utility provider.

By integrating current sensing into self-contained interconnection plugs and modules, OEMs can easily incorporate current sensing and wireless communication technologies into their products, without the need for a major product redesign.

“DNA Group has already seen first hand the value Smart Grid enabled devices and appliances create for both consumers and OEMs,” said Bill Romick, Vice President of Business Development, DNA Group, Inc. and Head of the new Smart Grid Initiative. “By dedicating myself to this initiative, we will be able to continue finding new and creative ways for our customers to more easily integrate these transformational technologies into their products than ever before. We truly are at the tipping point of smart grid innovation and I look forward to helping DNA Group be a driving force in its development.”

Mr. Romick joined DNA Group, Inc. in 1995 and held several sales management and national account management positions early on. Mr. Romick was promoted to Vice President Business Development in January 2005 and has been leading DNA Group's Defond North America, LLC, business unit for the past six years.

About DNA Group, Inc.

DNA Group, Inc. is a leading provider of OEM integrated solutions through engineering, manufacturing and logistics services. Based in Raleigh, NC, the company manages and operates subsidiaries:

Defond North America, a key supplier of electromechanical components, switches and electronic assemblies to OEMs the world over. An affiliate of Group Defond, the company produces over 1 million power switches and over 300,000 electronic and electromechanical assemblies daily.

Digital Switching Systems, a leading provider of reliable and unique electronic and mechanical switching solutions for the marine, transportation and industrial industries. The company continues to bring to the forefront state-of-the-art devices and software applications for remote, networked control of low voltage DC power applications through the DSS family of components powered by omni-BUS™. www.digitalswitchingsystems.com

DNA Resource, a leading OEM resource for specialized component manufacturing and sourcing. With vast engineering and manufacturing capabilities, the company provides strategic guidance for OEMs throughout each stage of the sourcing process.

Sygnal Technology, an IP holding company which both develops and licenses technologies for consumer product applications and acts as an agent for specific technologies, including over-current and circuit interruption products.

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