

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

Contact:

Marshall Johnson

651.602.0789

[info@assetrecoverycorp.com](mailto:info@assetrecoverycorp.com)

### ASSET RECOVERY RECEIVES GREEN AWARD AT THE 2010 TEKNE AWARDS

*Eleventh annual Tekne Awards recognized Minnesota's technology innovators and innovations*

**November 6, 2010 (ST. PAUL, Minn.)** Asset Recovery Corporation, a leader in environmentally-sound, end-of-life solutions for technology equipment, announced that it has been selected as the winner of this year's Green Award at the 2010 Tekne Awards, presented by the Minnesota High Tech Association (MHTA).

The MHTA, in partnership with LifeScience Alley, Enterprise Minnesota and the BioBusiness Alliance of Minnesota, held its annual Tekne Awards Nov. 3 at the Minneapolis Convention Center. The Tekne Awards honor companies and individuals who have played a significant role in developing new technologies that positively impact the lives and futures of people living in Minnesota.

The Green Award honors businesses that practice environmental awareness/responsibility and incorporate sustainability principles into their overall business model. Asset Recovery won because of its commitment to mitigating the environmental and security risks posed by electronics disposal through Reuse, Reduction and Recycling methodologies. When equipment cannot be reused or redeployed, it is recycled with the highest environmental standards to keep toxic e-waste out of developing countries, prisons, landfills and incinerators.

Since 1987, ARC has off-set over 573,000 metric tons of carbon equivalents. ARC became certified by the National Association for Information Destruction in 2009, and is currently one of five vendors in the U.S. to achieve this certification for hard drive destruction and sanitization.

"Everyone at Asset Recovery is dedicated to making the world a better place, and we do this by helping our clients minimize their impact on the environment," said Marshall Johnson, CEO, Asset Recovery Corp. "We have remained true to our mission, and it's humbling to be recognized for this by the MHTA. Receiving the Tekne Green Award is a true honor."

Playing a significant role in bringing new technology to life, the 2010 Tekne Award recipients represent large global companies, as well as small entrepreneurial ventures, that have helped reinforce Minnesota's place as one of the most competitive and technologically advanced regions in the world. Judges selected one recipient from the three finalists in each of the 12 Tekne Award categories, recognizing the best and brightest in development, education, commercialization and management of technology. Some awards included separate categories for small and growing businesses (with annual revenues under \$50 million) and established businesses (with annual revenues of \$50 million or more).

“This year’s recipients, once again, raised the bar with the quality and originality of their entries and should all be very proud of their accomplishments,” said MaryFrances Schurb, interim president of MHTA. “We are thrilled to recognize Asset Recovery for its proven leadership and commitment to technology development in Minnesota.”

This year’s Tekne Awards ceremony was emceed by Paul Douglas, author, entrepreneur and meteorologist. Senator Amy Klobuchar addressed attendees at the evening’s ceremony. As the chair of the Subcommittee on Competitiveness, Innovation, and Export Promotion, Klobuchar has been a leading voice in calling for an innovation agenda that will grow our economy and create jobs in America. A list of the 2010 Tekne Awards finalists and recipients is available online at <http://www.tekneawards.org>.

#### **About Asset Recovery Corporation**

Asset Recovery Corporation provides end-of-life solutions for computers and electronics to thousands of customers throughout North America. With solutions for data destruction, remarketing, logistics, and recycling, Asset Recovery is a NAID and ISO 14001:2004 certified company headquartered in St. Paul, Minn. Visit Asset Recovery Corp online at [www.AssetRecoveryCorp.com](http://www.AssetRecoveryCorp.com).

#### **About Minnesota High Tech Association**

The Minnesota High Tech Association (MHTA) accelerates the growth, sustainability and global competitiveness of Minnesota's technology-based economy through public-policy advocacy, member collaboration, and education and community outreach. MHTA is the only membership organization that represents Minnesota’s entire technology-based economy. MHTA members include organizations of every size – involved in virtually every aspect of technology creation, production, application and education in Minnesota. MHTA works in partnership with TechAmerica, which represents Minnesota's technology organizations nationally. Find out more online at <http://www.mhta.org> or follow MHTA on Twitter at <http://twitter.com/MHTA>.

###