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Tecogen Ramps Up Marketing Communications Capabilities

WALTHAM, Mass., July 21, 2011 /PRNewswire/ -- Tecogen announced today that it is expanding its marketing communications capability in advance of new product introductions and ongoing news as part of the company's marketing strategy plans.

"The time is right to establish a focused communications group at Tecogen," said Robert Panora, Tecogen president. "We are positioned for growth at a very critical time in our nation's energy future. While innovation and development of the most environmentally friendly resource-saving products is key to our long term business plan, communicating those benefits to an interested audience is equally essential."

Tecogen has selected Arcand & Madison Public Relations to help develop and deliver news about the company's new products and services, to manage media relationships, and to guide Tecogen's launch into the social mediaverse. Arcand & Madison is a highly-focused, boutique firm with demonstrated expertise in a variety of technology markets.

Tecogen has also hired Melinda Furse as marketing communications director. Melinda contributes a rich, highly technical and experienced communications background. An honors graduate from the University of Massachusetts, Boston with a BS in biochemistry, she has extensive experience in the green industry, having written and lectured on topics such as Catalytic Properties of Magnesium Oxide Under Ambient Conditions. She earned departmental honors and the Dr. Cue Pfizer award for distinguished work in Chemistry.

Furse also assisted Tecogen's graphic designer Barbara Kantorski who was responsible for the design and recent relaunch of the Tecogen website. The site embodies Tecogen's commitment to the needs of Tecogen's customers and other interested visitors.

About Arcand & Madison PR

Arcand & Madison PR is a technology-focused, high-impact public relations consultancy. Based in Cambridge, Massachusetts, the company works with select clients throughout the United States and Europe to achieve visibility and recognition for their products and services in a variety of technology markets. For more information, please see: www.am-pr.com

About Tecogen

Tecogen is a leading manufacturer of Combined Heat and Power products including natural gas engine-driven cogeneration and air conditioning systems for industrial and commercial use. Tecogen systems supply electric power or cooling while thermal energy from the engine is recovered and recycled resulting in reductions in both energy costs and greenhouse gas emissions. Tecogen has an installed base of more than 2,000 units supported by an

established network of engineering, sales and service personnel across the United States.
For more information, please visit www.tecogen.com.

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