



FOR IMMEDIATE RELEASE

FULTON INNOVATION PARTNERS WITH ELECTRI-CABLE ASSEMBLIES TO ANNOUNCE WIRELESS POWER INTEGRATION IN NEW POWER BASE

ECA's Wireless Villa™ Brings Wireless and Traditional Power Capabilities to a Variety of Surfaces

ADA, MI — November 2, 2011 — Fulton Innovation (www.fultoninnovation.com), the creator and exclusive licensor of eCoupled™ intelligent wireless power (www.ecoupled.com), today announced that partner, ECA (www.electri-cable.com), has launched the Wireless Villa™, with eCoupled wireless power technology, allowing businesses and consumers to easily retrofit any surface with both power options.

Using Leggett and Platt's Helios™ transmitters for the technology component, Wireless Villa marries ECA's traditional Villa power base with a new integrated wireless power pad to accommodate the needs of both wireless charging and electronic devices that are not yet wireless-enabled. The Qi-certified wireless power pad is suitable for use with all low-powered Qi devices, including any of the seven Qi-enabled phones that are now available from Verizon Wireless. The power base can be integrated into a variety of work surfaces, including conference tables, desks, and countertops to provide the convenience of wireless power in a variety of environments from the home to the office.

"We are excited to be working closely with ECA to make wireless power more accessible and convenient through the integration of our Qi-compliant technology in ECA's power unit designs," said Dave Baarman, Director of Advanced Technologies at Fulton Innovation. "Only a few months ago, at NeoCon



2011, our partnership produced a prototype of how we could make wireless power technology more widely accessible for consumers. Today, we continue to push the boundaries of what can be done with wireless power and how we can continue to bring wireless power functionality to a broad range of devices, industries, and consumers.”

“Reducing cord clutter is an ongoing challenge in our industry,” commented Russell Hayden, President of ECA. “The combination of our Villa product and the Qi-certified transmitters powered by eCoupled technology provides a solution to meet the needs of our customers and we are excited to lead the charge into this wire-free area.”

Wireless Villa kits are now available in configurations with and without data and come in several finish options. They can be purchased through ECA’s website: www.electri-cable.com.

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About Fulton Innovation and eCoupled Technology

A subsidiary of Alticor Corporation, Fulton Innovation is dedicated to commercializing new and innovative technologies that improve the way we live, work, and play. Fulton is working with a wide range of industry-leading companies to integrate wireless power technology into infrastructure and electronic devices to enable consumers to live a truly wireless life.

The engineers behind eCoupled have been developing, advancing, and perfecting the technology for over 12 years. eCoupled technology has been incorporated into Amway’s eSpring™ water purification devices for over 10 years.



Amway employs more than 14,000 people worldwide, including over 500 engineers and scientists. Amway has sales of more than \$9.2 billion annually. It is headquartered in Ada, Michigan and has operations in more than 80 countries and territories worldwide. For additional information, please visit ecoupled.com.

About Electri-Cable Assemblies (ECA)

ECA, a division of Premier Manufacturing, is a leading OEM manufacturer of power, data and electrical solutions for the furniture industry. . ECA was founded in April 1975 and is located in Shelton Connecticut. The company's main product lines consist of modular electrical systems which are incorporated into systems furniture used to structure office workspaces as well as power and data grommets used to bring power and data to a work surface. These products are sold throughout the world through distributors and direct sales channels. For more information on ECA's products visit: electri-cable.com.

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