



FOR IMMEDIATE RELEASE

FULTON INNOVATION TO SHOWCASE ECOUPLED™ WIRELESS POWER TECHNOLOGY AT CEATEC JAPAN 2009

ADA, Michigan – October 1, 2009 – Fulton Innovation (Fulton), the creator and exclusive licensor of eCoupled intelligent wireless power is demonstrating its patented technology this week at CEATEC JAPAN taking place in Tokyo at Makuhari Messe, October 6-10, 2009. CEATEC JAPAN is the Cutting-edge IT and Electronics Comprehensive Exhibition, an annual trade show in Japan where world-leading technologies, products and services are announced.

The Fulton Innovation booth at CEATEC located in hall 7, booth #7F04 will demonstrate eCoupled wireless power technology in a variety of consumer electronic devices. eCoupled technology is based on adaptive inductive coupling and uses a power supply coil in a surface and receiving coil in a device to transfer power to the device through a shared electromagnetic field.

“This is our first time exhibiting at CEATEC and we’re excited to showcase our technology in Japan,” said Dave Baarman, Director of Advanced Technologies for Fulton Innovation. “We have partnerships with a number of companies based in Asia and want to raise awareness of wireless power and our technology with Japanese consumers.”

Fulton is partnering with leading global computer, mobile phone, home appliance, and furniture manufacturers to integrate its technology into infrastructure and devices with several partner product launches slated for Q4 2009. Fulton Innovation is a founding member of the Wireless Power Consortium, a cooperation of Asian, European and American companies that are working toward setting the international standard for wireless charging.

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 eCoupled 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 10 years. eCoupled technology has been incorporated into Amway’s eSpring™ water purifiers for eight years, with over 1.5 million devices sold in over 38 countries worldwide to date.

Alticor employs more than 14,000 people worldwide, including over 450 engineers and scientists and has sales of more than \$8 billion annually. It is headquartered in Ada, Michigan and has operations in more than 80 countries and territories worldwide.



For additional information, please visit fultoninnovation.com or ecoupled.com.

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