



FOR IMMEDIATE RELEASE

FULTON INNOVATION DEMONSTRATES THE WIRELESS POWER LIFESTYLE AND REVEALS NEW PRODUCTS AT 2010 CES

Fulton Unveils Availability of eCoupled™-enabled case-mate Product and Texas Instruments Evaluation Kit

LAS VEGAS – January 7, 2010 – Fulton Innovation (Fulton), the creator and exclusive licensor of eCoupled™ intelligent wireless power technology is demonstrating wireless power in a variety of environments in their booth (Central Hall, #11045) at the 2010 International Consumer Electronics Show at the Las Vegas Convention Center, January 7-10, 2010. The booth environments will show wireless power integrated into the mobile lifestyle from your car to the airplane to lounge areas, coffee shops, hotels, and offices. Throughout these environments, Fulton will demonstrate the low, medium and high power capabilities of the eCoupled wireless power solution powering devices from cell phones to kitchen appliances. The wide range of devices will be demonstrated with a variety of wireless power surfaces from counters and tables to a car console, tool chest and wall system.

In addition to demonstrating how eCoupled technology can be used, focus will be placed on the eCoupled-enabled products already in market. Fulton partner, case-mate, has just announced a new wireless power case and charging pad for use with the iPhone™ 3G/3GS. The case-mate Hug is a lightweight yet durable protective case for the iPhone and comes complete with a charging pad for convenient wireless charging. In 2009, Fulton launched two other eCoupled-enabled products with key partners. The Dell™ Latitude™ Z laptop with wireless power dock was launched in September. The Energizer® Hard Case® Professional® LED Swivel Light with a Gamber-Johnson charging mount was launched in September with partners Energizer and Leggett & Platt. All three products will be on display in the Fulton booth at CES.

Texas Instruments, one of Fulton's key supply chain partners, has also announced the development of a technology evaluation kit that supports eCoupled technology. The bqTESLA Contactless Charging Evaluation Kit will be available to manufacturers in Q1 2010 and will be displayed in the Fulton booth during CES.

"We're thrilled to be back at CES this year with products in market and more than three dozen demonstrations of eCoupled wireless power in our booth," said Dave Baarman, Director of Advanced Technologies for Fulton Innovation. "The dedication of our partners to integrating and commercializing wireless power is making this a reality for consumers. The fact that we have more than 25 partner companies supporting us in our booth this year clearly demonstrates the widespread acceptance of wireless power as a viable commercial technology. The key to making wireless power easy to integrate



for manufacturers and easy to use for consumers will be the universal standard. The Wireless Power Consortium will be present in the Fulton booth to represent and discuss progress of the Qi standard.”

For more information and a complete listing of the broad range of partner companies represented in the Fulton booth, please visit ecoupled.com/CES.

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 ecoupled.com.

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