



FOR IMMEDIATE RELEASE

FULTON INNOVATION NAMED 2011 GOLDEN BRIDGE AWARDS WINNER IN THE TECHNOLOGY INNOVATION AND IT INNOVATION IN ELECTRONICS CATEGORIES

Fulton Recognized for its Contributions to Wireless Power Technology Innovation

ADA, Mich., August 11, 2011 – Fulton Innovation (www.fultoninnovation.com), the creator and exclusive licensor of eCoupled™ intelligent wireless power, today announced that eCoupled has been named the winner of the 3rd Annual 2011 Golden Bridge Awards in the Technology Innovation category across all industries. Fulton's contribution to the Qi global wireless power standard was also recognized in the category of Innovations in Information Technology (IT) for the Electronics Industry. These industry awards from the Golden Bridge Awards follow other recent award wins and finalist honors for Fulton Innovation, which include the Edison Awards and the American Business Awards.

With over a decade of expertise in the development of wireless power technology, Fulton continues to make significant advances in wireless power capabilities. Its eCoupled intelligent wireless power technology utilizes inductive coupling to safely and efficiently transfer power without wires. By using near-field resonant magnetic induction, electricity travels via magnetic fields without the need for cords or cables. Recently, Fulton further enhanced eCoupled's spatial



freedom capabilities by allowing device movement around the x, y and z axis, thus offering manufacturers more convenience and flexibility in product design.

As a founding member of the Wireless Power Consortium (WPC), a group of more than 90 companies, Fulton has been instrumental in driving the wireless power industry in an exciting new direction. It provided the technology behind the Consortium's Qi global low-power standard for wireless power. As a result, a number of products on the market today utilize the Qi standard to offer consumers the convenience and efficiency of wireless power. Fulton continues to drive the Qi standard and is working on developing the Consortium's medium power standard to deliver wireless power to an even wider consumer market.

An annual achievements and recognition awards program with active participation from a broad spectrum of industry voices, the coveted annual Golden Bridge Awards program encompasses the world's best in organizational performance, products and services, executives and management teams, innovations, case studies, product management, public relations and marketing campaigns and customer satisfaction programs from every major industry in the world.

"We are honored to be named the winner of this prestigious industry award," said Dave Baarman, Director of Advanced Technologies at Fulton Innovation. "We continue to work toward innovative advances in wireless power technology through our many partnerships and our contribution to the Wireless Power Consortium. We look forward to continuing our work and truly



changing the way all of us interact with electronic devices in the home, the office, the kitchen, and beyond.”

Winners were honored in New York City on Wednesday, August 10, 2011 during the 3rd annual dinner and presentations.

About the Golden Bridge Awards

Golden Bridge Awards are an annual industry and peers recognition program honoring Best Companies of all types and sizes in North America, Europe, Middle-East, Africa, Asia-Pacific, and Latin-America, Best Products, Innovations, Management and Teams, Women in Business and the Professions, and PR and Marketing Campaigns from all over the world. Learn more about The Golden Bridge Awards at www.goldenbridgeawards.com

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 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.

MEDIA CONTACT:

Sharon Barclay, Blue Trumpet Group

+1 617.571.1233

sharon@bluetrumpetgroup.com

eCoupled, Fulton Innovation, and their respective logos are registered trademarks of Fulton Innovation LLC. All other trademarks are the property of their respective owners.