

MEDIA ALERT

FULTON INNOVATION SUPPORTS THE NEW Qi WIRELESS POWER STANDARD

VERSION 1.0 FROM THE WIRELESS POWER CONSORTIUM

Fulton Innovation's eCoupled™ Technology Plays a Key Role in the Development of the New Low-Power Standard

ADA, Michigan – July 28, 2010 – Fulton Innovation (www.fultoninnovation.com), the creator and exclusive licensor of eCoupled™ intelligent wireless power, announced today its full support of version 1.0 of the Qi wireless power standard from the Wireless Power Consortium (WPC). The new standard, announced by the WPC this week, is for handheld devices such as cell phones, MP3 players, and digital cameras, requiring five watts of power or less. This announcement opens the door for full interoperability between device manufacturers and OEMs worldwide – a vital step in driving widespread consumer adoption of wireless power.

Fulton Innovation, a founding member of the Consortium, has been working closely with other WPC members to deliver version 1.0 of the Qi standard that leverages near-field inductive coupling technology, and includes elements of Fulton's eCoupled technology.

"This is an important step in the evolution of wireless power," said Dave Baarman, Director of Advanced Technologies for Fulton Innovation. "Our congratulations go out to the WPC and the growing list of WPC members who have worked hard on creating the standard. We know this is just a beginning as we're already working on the next standard for medium-power devices."

For more details on the technical specifications driving the Qi standard, please visit www.wirelesspowerconsortium.com. A full list of current WPC members can be found at: <http://bit.ly/oC4Wg>.

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

Amway employs more than 13,000 people worldwide, including over 450 engineers and scientists. Amway 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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