

FOR IMMEDIATE RELEASE

FULTON INNOVATION PARTNERS WITH LEADING DIGITAL ACCESSORY COMPANY, case-mate

ADA, Mich. – April 1, 2009 – Fulton Innovation (Fulton), the creator and exclusive licensor of eCoupled™ intelligent wireless power, has partnered with digital accessory company case-mate to bring wireless solutions to the mobile lifestyle. The partnership promises to combine Fulton's market-leading innovations in wireless power technology with case-mate's products. This collaboration has enabled case-mate to develop cases that charge consumer electronics wirelessly.

"Our partnership with case-mate is an important step in the introduction of eCoupled wireless power to the consumer electronics marketplace," said Dave Baarman, Director of Advanced Technologies for Fulton Innovation. "By teaming with case-mate to create protective skin solutions embedded with eCoupled technology, we're enabling consumers with existing market-influencing devices, suited for case-mate products, the ability to charge them wirelessly."

Shashi Reddy, case-mate's CEO and Founder, is pleased to have his company be the first to explore and adapt this kind of wireless technology as it applies to cases. He states, "I'm excited for these new products to become a core and integral part of our mainstream product line. With our introduction of wireless technology, we are aiming to further enhance the lifestyle of our customers."

About case-mate

Headquartered in Atlanta, Georgia, case-mate has been a leading digital accessory company, using the highest quality materials for their protective, stylish, and affordable cases since 2005. They have designed and manufactured cases for consumer electronics, including various cell phones, Blackberrys, iPhones, laptops, and soon, the Amazon Kindle. case-mate products can be found across the USA in AT&T stores, Walmart, and Radio Shack, as well as in stores around the world.

For more information, please visit case-mate.com.

To request an interview with Shashi Reddy, contact Tiffany Markofsky at tiffany@27threats.com/917.748.1138 or Nikki Laffel at nikki@27threats.com/617.448.2744. We'll gladly set up a time to chat with Shashi.

About Fulton Innovation and eCoupled Technology

A subsidiary of Amway 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. Fulton is a founding member of the Wireless Power Consortium (wirelesspowerconsortium.com), a cooperation of American, Asian, and European companies committed to setting an international standard for compatible wireless power for consumer electronics.

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 seven years, with over 1.5 million devices sold in over 36 countries worldwide to date.

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.

MEDIA CONTACT:

MWW GROUP

Stephen Lynch
415.395.5916
ecoupled@mww.com