



FOR IMMEDIATE RELEASE

FULTON INNOVATION IS FIRST TO DEMONSTRATE A WIRELESS BLENDER WITH ECOUPLED™ INTELLIGENT WIRELESS POWER

Fulton Shows eCoupled Technology's Use in High-Powered Applications

ADA, Mich. – October 14, 2008 – Fulton Innovation (Fulton), the creator and exclusive licensor of eCoupled intelligent wireless power, today announced that it has integrated its technology in a blender as a demonstration of wireless power in a high-powered device (www.youtube.com/watch?v=1PC5DhpouaU). The blender works without a power cord or cable by simply placing it on an eCoupled-enabled countertop or work surface. Unlike low-powered devices such as cell phones and MP3 players that only need five watts or less, high-powered kitchen devices like blenders, grills, and coffee makers often require kilowatts of power – a much greater technological challenge.

Fulton's interoperable approach to engineering is changing the way power is delivered in the workplace, at home, and on the road. The blender is just one example of how Fulton Innovation is making consumers' lives a little easier by integrating eCoupled technology in low, medium, and high power devices. Not only is the blender able to operate without being plugged in, the safety advances and design-friendly nature of eCoupled technology allow manufacturers to completely seal their kitchen appliances in some instances, making it easier to manufacture-in greater durability and product safely while eliminating fragile power connections.

"We're especially excited to demonstrate wireless power fully integrated into a high-powered everyday appliance like the blender," said Dave Baarman, Director of Advanced Technologies for Fulton Innovation. "By demonstrating applications beyond charging cell phones or MP3 players, we're proving there are limitless applications for wireless power to make life easier and more energy efficient."

Fulton is currently working with various partners, including Motorola, Leggett & Platt, and Herman Miller, to make power and charging cords obsolete in everything from cell phones to power tools. New lines of kitchen products enabled by eCoupled's technology will be available through Fulton's network of partners bringing eCoupled technology to market.

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.



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.

Amway employs more than 13,000 people worldwide, including over 450 engineers and scientists. Amway has sales of more than \$7 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.