



FOR IMMEDIATE RELEASE

FULTON INNOVATION TO UNVEIL NEW WIRELESSLY POWERED DEVICES AT 2009 CES

Wireless Power Industry Leader to Showcase New Partners, Prototypes, and Products Featuring eCoupled™ Intelligent Wireless Power Technology

ADA, Mich. – January 5, 2009 – Fulton Innovation (Fulton), the creator and exclusive licensor of eCoupled intelligent wireless power, today announced that it will unveil its latest partnerships – including Texas Instruments, Energizer, and Bosch Power Tools – and eCoupled-enabled products at the 2009 International Consumer Electronics Show (CES) at the Las Vegas Convention Center January 8 to 11, 2009.

Fulton's booth, located in Central Hall Booth 7916, will feature over a dozen new applications and products that will demonstrate wireless power in the home, office, garage, and beyond. From kitchen appliances to personal devices, Fulton will demonstrate how eCoupled's intelligent wireless power is a smart, safe, and innovative way to make life easier by powering devices in low, medium, and high power ranges.

"We are happy to return to CES and unveil a selection of new eCoupled-enabled products that will transform everyday life for consumers," said Dave Baarman, Director of Advanced Technologies for Fulton Innovation. "By integrating our wireless power technology into partners' products, we continue to prove that there are no boundaries for the application of eCoupled technology."

At CES, Fulton, in conjunction with key partners and suppliers, will unveil a broad range of new prototypes, products coming to market in 2009, and technology resources that are bringing eCoupled technology and truly wireless power out of the world of "what if" into usable products for consumers. In addition to other key partnerships and devices, Fulton will unveil the following:

Energizer Battery, Inc.

Energizer and Fulton are working together to develop an efficient and intelligent wireless power solution that will charge a portable handheld light without the need for a power cord. The Energizer® Hard Case® Professional® eCoupled Swivel Light works with the Leggett & Platt eCoupled in-vehicle wireless console charger to give professionals a light that's always charging and always available. The hard case waterproof flashlight features a flexible 125° rotating head and will run on a AA rechargeable battery pack. Additionally, the flashlight will feature four different lighting modes. Energizer will be launching the Energizer Hard Case Professional eCoupled Swivel Light in North America in mid-2009. Energizer representatives will be available at the Fulton booth to demonstrate products and answer any questions.

Leggett & Platt, Inc.

As the low and medium-power supplier for the primary (or charging) side of the eCoupled connection, Fortune 500 diversified manufacturer, Leggett & Platt, will integrate eCoupled technology into its vehicle interior shelving systems, computer cradles and consoles. This award-winning application will be able to provide wireless power to everything from power tools to laptops. Leggett's Center Console Pocket, with two separate charging areas, will be able to charge flashlights and cell phones. To the right of the driver, a computer cradle will hold and power laptop computers. Finally, the van interior shelving system, installed in the back of the vehicles, will be able to hold and power Bosch power tools through a specially designed toolbox that locks securely into the shelf. All consoles and shelving systems will be able to power devices even when the vehicle's engine is turned off. Leggett & Platt representatives will be available at the Fulton booth to demonstrate products and answer any questions.

Bosch Power Tools and Accessories

Bosch has integrated eCoupled technology into its new line of 18-volt lithium ion cordless power tools. The Bosch tools can be charged by placing them on an eCoupled-enabled tool shelf or work surface, eliminating the need for power cords or battery chargers on jobsites. Bosch's first eCoupled-enabled products will be introduced in 2009. Bosch representatives will be available at the Fulton booth to demonstrate products and answer any questions.



Global Wireless Power Consortium

Fulton is also proud to announce its involvement in the Wireless Power Consortium (The Consortium). The Consortium is made up of nine global leaders focused on developing a specification and standard for low-power electronic devices using five watts and below, such as mobile phones, music and video players, and computer and game accessories. And as wireless power grows to its full potential, including universal and proprietary solutions across low, medium, and high-power applications – from milliwatts to kilowatts – Fulton will continue to be at the forefront providing innovative technology and business solutions for its partner companies and organizations.

About eCoupled Technology

eCoupled technology is real, intelligent wireless power. It is the next generation of power delivery worldwide. It is intelligence that moves technology beyond traditional constraints of inductive coupling and wireless power into the next realm.

By leveraging the physics of near-field inductive coupling and combining it with communications and control properties – made available by microprocessor technology – Fulton Innovation builds its advanced intelligence solutions and proprietary algorithms, which are the keys to eCoupled technology and real wireless power.

eCoupled technology eliminates the need for power cords by creating an electromagnetic conduit combined with an intelligent control system that constantly monitors the power flow to insure optimal efficiency and safety.

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.