

NEWS RELEASE



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Enerpulse launches quirky fuel economy campaign

Tired of getting beat up at the pump?

FOR IMMEDIATE RELEASE

Albuquerque, N.M., July 15, 2008 - Enerpulse, Inc. has just released its newest ad campaign called, "Tired of getting beat up at the pump?" The print ad has a dark and gritty, Fight Club- inspired slant, while the television ad features an animated gas pump that literally springs to life, beating up a reluctant male motorist as he fills up his tank.

The campaign was developed by Albuquerque-based Esparza Advertising and was produced by Los Angeles-based Continuum Content. According to Del Esparza, President of Esparza Advertising, "We wanted to tap into the pain people feel when they fill their tanks with a \$100 of gasoline." Also, Chris Buckley, CEO of Continuum Content said, "The gas pump needed a unique personality that would allow us to generate several interesting ad episodes."

The campaign is designed to call attention to the fuel economy and performance benefits of Pulstar™ Pulse Plugs, a drop-in, "plug-and-play" spark plug replacement for cars, trucks and SUV's. See www.pulstar.com.

(more)

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The new, national ad campaign will run in magazines and on television at a time when some say gasoline could reach \$6 per gallon. Launched in June of 2007, Pulstar™ has already attracted a significant following and is receiving good press for its effectiveness. Originally perceived as strictly a performance-enhancement product, high gas prices have pushed Pulstar™ to the forefront for those consumers seeking fuel-efficient and green technology upgrades.

Daniel Parker, CEO of Enerpulse, points out that Pulstar™ Pulse Plugs are a great option for consumers frustrated with high gas prices, global warming and dependence on foreign oil. He states, “People just feel helpless. We provide a powerful and proactive solution to a critical problem. Pulstar™ Pulse Plugs are the smart way to increase your vehicle’s fuel economy and performance while doing your part to decrease carbon dioxide emissions.”

Enerpulse, Inc., a privately held company headquartered in Albuquerque, N.M., was founded in 1996. The company develops environmentally-friendly ignition products through the application of pulsed power technology. For more information, visit www.pulstar.com.

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