

NEWS RELEASE



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Congressional Hopeful Adopts Pulstar™

New Mexico Democrat Martin Heinrich champions green product

FOR IMMEDIATE RELEASE

Albuquerque, N.M., June 30, 2008 - When initially asked if he would be interested in a product that would make his “green” car greener, Martin Heinrich responded with a resounding “yeah!” then asked, “how?” When you drive a Toyota Prius, it’s a pretty clear statement about your concern for your wallet, the environment, and the high cost of fuel. Congressional hopeful Martin Heinrich is just one of the one million Prius owners worldwide who can attest to this statement. “Innovations like Pulstar™ Pulse Plugs are exactly what we need in the market for every vehicle on the road,” says Martin Heinrich. “Global warming is one of the most pressing issues facing our generation. Americans must be willing to support research and development of these

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new innovations, as well as put new, green products to use in their daily lives. Every decision we make today to increase fuel efficiency and cut down on greenhouse gases is another stride towards a cleaner planet for our children.”

Enter Pulstar™ pulse plugs

Pulstar™ takes an old technology, spark plugs, and energizes it with a new technology, Pulsed Power, to create an easy solution to the current pain at the gas pump. With key technical support from one of the leading Pulsed Power research centers in the world, Sandia National Laboratories, Pulstar™ is the first real breakthrough in spark plug technology in over 120 years. Daniel Parker, CEO of Enerpulse, Inc. observes, “Pulstar™ can replace most of the 400 million spark plugs sold in North America every year, giving existing cars and trucks better than new fuel economy and performance.”

Much like fluorescent light bulbs, the product poster child for the Green Movement, Pulstar™ pulse plugs are drop-in replacements for spark plugs making them an easy and affordable way to increase fuel economy and reduce greenhouse gas. On average, Pulstar™ improves fuel economy by 6% across all vehicles tested. Martin Heinrich’s 2005 Toyota Prius gained an extra 3 mpg with Pulstar™ Pulse Plugs. For complete test details see <http://www.pulstarplug.com/testresults.html>

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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