



## NEWS RELEASE

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### Give “Green” for Father’s Day

*Pulstar™ - something he really needs*

#### **FOR IMMEDIATE RELEASE**

Albuquerque, N.M., June 3, 2008 - Don't know what to get him this Father's day? Instead of cologne, neckties or golf balls, Enerpulse, Inc. is betting on fuel economy gifts. When you consider that Pulstar™ pulse plugs can improve Dad's gas mileage by an average of 6% or 2-4 mpg and make his car a lot more fun to drive, it's a no-brainer. Plus, he'll be doing the environment a favor by reducing carbon greenhouse gas by nearly 1,000 pounds per year. See <http://www.pulstarplug.com/fueleconomy.html> to utilize our fuel economy calculator.

#### **PULSE PLUGS VS. SPARK PLUGS**

Pulstar™ is a unique type of spark plug called a pulse plug. Unlike spark plugs, pulse plugs have an integrated electrical circuit called a capacitor. The capacitor increases energy to the spark just like a camera flash boosts light. Now you have a fully robust spark that significantly improves engine combustion, thus yielding better fuel economy and engine performance. See <http://www.pulstarplug.com/howtheywork.html>.

(more)

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Dynamometer tests utilizing the Environmental Protection Agency fuel economy protocol (EPA US06) demonstrate significant gains in fuel economy, horsepower and acceleration. As compared to factory installed spark plugs in a 2004 Volkswagen Jetta GLI, Pulstar™ generated 13% improvement in fuel economy, 4% more horsepower and 11% faster acceleration. Even a 2007 Toyota Prius delivered 6% fuel economy, 3% more horsepower and 5% faster acceleration. At an additional 3 mpg, the potential savings at the pump could be as high as \$7.00 for a 15-gallon tank.

“That’s what makes Pulstar™ such a great gift,” says Daniel Parker, CEO of Enerpulse, Inc. “Dad saves money on fuel while getting a boost in performance. Not bad for a \$150.”

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](http://www.pulstar.com).

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