



## NEWS RELEASE

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### Enerpulse appoints Scandinavian distributor

*Pulstar™ - a prescription for high fuel costs*

#### FOR IMMEDIATE RELEASE

Albuquerque, N.M., June 10, 2008 - Enerpulse has signed an exclusive distribution agreement with AutoHitech to import and market Pulstar pulse plugs throughout Scandinavia where gasoline prices have soared past \$9 per gallon. The Norwegian-based company AutoHitech will import and market Pulstar™ within Norway, Sweden, Denmark, Finland and Iceland, a market estimated at \$50 million. Tests conducted both at Enerpulse, Inc. and in Norway demonstrate that Pulstar™ could improve fuel economy by as much as 10% in many European vehicles.

“Scandinavia’s high gas prices and genuine concern for the environment make it a great entry point to the European market,” commented Daniel Parker, CEO of Enerpulse, Inc. “We have already begun identifying a suitable partner for the UK with growing interest from Italy, Germany, France and Spain. Even without the current oil crisis, Europeans will benefit greatly from Pulstar’s drop-in fuel economy.”

(more)

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AutoHitech's Roar Røise also commented that, "We have worked with Enerpulse on earlier versions of Pulstar™ and have found that the technology really delivers on its fuel savings promise. We think that changing from spark plugs to Pulstar™ pulse plugs will be a simple and cost-effective alternative to high gas prices in our region."

## **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 that boosts energy to the spark much like a camera flash boosts light. The resulting more robust spark improves engine combustion yielding better fuel economy and engine performance. See <http://www.pulstarplug.com/howtheywork.html>.

Fuel economy testing compares Pulstar™ to factory recommended spark plugs utilizing the Environmental Protection Agency's US06 drive cycle in combination with a real time fuel flow monitoring system. On average Pulstar™ improves fuel economy by 6% across all vehicles tested. For complete test details see <http://www.pulstarplug.com/testresults.html>

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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).

AutoHitech is a privately held company with head quarters in Oslo, Norway. AutoHitech bases its business on high tech, environmentally-friendly, aftermarket automotive products. Their slogan is Environmental Performance. For more information, visit [www.autohitech.no](http://www.autohitech.no).

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