



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.

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.

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