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Pulstar™ Pulse Plug Improves Automotive Fuel Efficiency

***Breakthrough ignition technology proves
its worth in EPA and company tests***

Albuquerque, N.M., (January 16, 2005) -- Ignition products company ENERPULSE, Inc. announced today that its pulse plug prototype, Pulstar™, has demonstrated improved vehicle fuel efficiency over spark plugs in both required Environmental Protection Agency (EPA) testing and initial company tests. Pulstar™, which holds eight U.S. and foreign patents, is the first capacitor-enhanced spark plug, called a pulse plug. The Pulstar™ pulse plug, which represents the first technological advancement in spark plug design in the past 100 years, provided a 2.7 percent improvement in fuel efficiency over conventional spark plugs in the EPA test, FTP 75, (the test that is used to determine the city driving number on a new car sticker).

"The 2.7 percent improvement in fuel efficiency is nearly triple the industry-desired 1 percent improvement and surpassed ENERPULSE's own goal of a 2 percent improvement for this particular test," said Daniel Parker, ENERPULSE's Chief Executive Officer.

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Pulstar™ Improves Fuel Efficiency

Internal tests conducted by ENERPULSE using an actual driving cycle demonstrated a nearly 9 percent improvement in fuel efficiency. ENERPULSE has also performed the industry-recognized dynamometer test to determine torque and horsepower output. This test's results show a 7 percent improvement in torque and a 10.5 percent improvement in horsepower output over regular spark plugs.

Rigorous Additional Testing Planned for 2006

ENERPULSE plans to conduct extensive additional testing in 50 different vehicle makes and models to measure fuel efficiency, torque and horsepower performance. "Pulstar™ is poised to enter the aftermarket parts industry at a time when Americans are increasingly concerned about high fuel prices and better fuel efficiency," said Parker. "We want to provide substantial concrete data about our product's benefits to the aftermarket parts retailers who will be selling Pulstar™, so their customers will know how the product will perform in their vehicles."

Pulse Plugs Provide 10,000 Times More Peak Power than Spark plugs

Pulse plugs represent a whole new category of ignition devices. Although they look like spark plugs and fit into the engine exactly like spark plugs, their technology is based on pulse power, a well-recognized technology used in laser, X-ray and radar products.

"What makes Pulstar™ different from spark plugs is its built-in capacitor, which stores the ignition's electrical power and then discharges it in an intense plasma ball," said Parker. "Pulstar™ is capable of delivering up to 10,000 times the power of an average spark plug, which translates into greater fuel efficiency,

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increased torque and horsepower and reduced hydrocarbon emissions. In fact, spark plugs can be compared to the low-power output of a flashlight, while pulse plugs generate intense power like the brightness emitted from a camera's flash bulb."

Altira, a Denver-based venture capital firm provided the first round of financing in early 2004 to develop the Pulstar™ prototypes and fund the necessary EPA and independent testing of the new technology. ENERPULSE is now seeking to attract a second round of investment capital to finance the launch of the Pulstar™ product to the market.

Pulse Plugs Enhance Engine Performance Using "Drop-In" Technology

Pulstar™ pulse plug technology will improve the performance of every type of internal combustion engine ranging from weed trimmers to Indy 500 racecars. Because no adaptor or retrofitting is needed to replace conventional spark plugs with pulse plugs, Pulstar™ is a "drop-in" replacement for virtually all makes and models of automobiles.

Pulstar™ is Safe

Furthermore, Pulstar™ is safe for use in all vehicles. Even though the peak power of Pulstar™ is exponentially higher than spark plugs, the spark duration is so brief that no harm can come to engine components. What's more, switching to Pulstar™ does not void a manufacturer's warranty and Pulstar™ lasts as long or longer than regular spark plugs.

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