



Contact:  
Daniel W. Parker  
888-800-6700

## **Enerpulse signs Pulstar™ Exclusive Distributor in China**

***Breakthrough ignition technology finds early adopters in Asia.***

Albuquerque, N.M., (October 2, 2007) -- Ignition products company ENERPULSE, Inc. announced today that it has signed an exclusive license agreement with EMAX Enterprises Company LTD of Hong Kong. Under the agreement EMAX will have the sole distribution rights for Pulstar™ pulse plugs to the rapidly growing Chinese automakers and automotive aftermarket. Last year China surpassed Japan as the world number two automotive manufacturing nation. Pulstar™ has demonstrated its ability to improve vehicle fuel efficiency over spark plugs in both required Environmental Protection Agency (EPA) testing and initial company tests. In addition Pulstar™, which holds eight U.S. and foreign patents, offers the opportunity to reduce hydrocarbon emissions from the millions of motorcycles and motor scooters, which are still a mainstay of Chinese transportation.

Pulstar™ 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, improves combustion efficiency in all spark ignited, internal combustion engines. Improved combustion efficiency translates into better overall performance and dramatically lower fuel consumption.

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“Our relationship with EMAX will help guarantee that Pulstar is introduced to the Chinese auto industry quickly giving them an advanced opportunity to test and adopt the new technology,” said Daniel Parker, ENERPULSE's Chief Executive Officer.

Robert Vernon, President of EMAX remarked that, “The Pulstar technology and benefits are so simple to implement in a broad array of vehicles by simply replacing spark plugs with pulse plugs, that the Chinese market will find it easy to assimilate on both old and new vehicle platforms. We see an exciting future for Pusltar plugs in China.”

### ***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.

"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 20,000 times the power of a spark plug, which translates into greater fuel efficiency, 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."

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

EMAX, a Hong Kong-based company, specializes in exploiting advanced technology products and processes for use within the China domestic market. It's extraordinary relationships with Chinese government officials and industry leaders give it unique access to decision makers willing to adopt new technologies in order to solve critical national problems. For more information, email EMAX at [enquiries@emax.hk](mailto:enquiries@emax.hk).

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