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Pulstar™ Pulse Plugs Now Available in Select Pep Boys Stores

Breakthrough design brings benefits to 100 year old commodity

Albuquerque, N.M. – November __, 2007 – Enerpulse, Inc. has made available their new ignition technology, Pulstar™ pulse plugs, in select Pep Boys stores in the greater Los Angeles area. Pulstar holds eight U.S. and foreign patents and pulse plugs were developed as a drop-in replacement for all spark plugs, including so-called high performance spark plugs. They are designed to more efficiently ignite the fuel in an engine's cylinders, which increases horsepower, torque and dramatically improves fuel economy. Pulse plugs look and fit like spark plugs, but unlike spark plugs, contain an integral capacitor, which dramatically boosts peak spark power from 50 watts in spark plugs to 1,000,000 watts in pulse plugs.

Pulstar was developed with retailers in mind. The typical retailer carries over 500 models of spark plugs creating a burdensome inventory cost. Pulstar requires only 5 model numbers with which to service 75% of all vehicles worldwide

(<https://www.pulstarplug.com/applicationguide.cfm>). Pulse plugs are safe for use in all vehicles. Even though their peak power is exponentially higher than so-called high performance spark plugs, the spark duration is so brief that no harm can come to engine components.

The visibly larger, more powerful spark ignites more of the fuel presented to the cylinder in a shorter period of time. This causes the combustion gases to expand more rapidly and push the cylinder down with more force. That turns the wheels with greater torque. If you are towing a boat, this newfound power is a welcome benefit. If you are simply cruising down the highway,

(more)

more power per gallon equals more miles per gallon because your engine gets more work done with less gasoline. In addition to improving combustion efficiency and yielding better overall engine performance, fuel consumption and associated green house gases are reduced by as much as 10%.

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 pulse power technology. For more information, visit www.pulstarplug.com.

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