

NEWS RELEASE



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Enerpulse completes B-round of financing: Robeco, SAIL Venture Partners and Altira Group place bet on fuel-efficient Pulstar™ Pulse Plugs.

Investment boosts market penetration of innovative pulse plug.

FOR IMMEDIATE RELEASE

Albuquerque, New Mexico – Robeco Clean Tech Private Equity II along with SAIL Venture Partners, L.P. has invested \$5 million in Enerpulse Incorporated, the developers of the fuel-efficient Pulstar™ pulse plug. This additional funding brings the Enerpulse “B” round to a close at \$10.5 million in which SAIL and Altira Group provided initial funding. The funds will be used to accelerate and globalize sales of Pulstar, the first real breakthrough spark plug technology in over 120 years.

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.

“The investment made by Robeco and SAIL goes way beyond a simple financial need”, said Daniel Parker, Chief Executive Officer of Enerpulse, Inc. “Both have great reputations and Robeco’s presence in Europe is a strategic link to our globalization plans.”

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Pulstar was launched into the \$12 billion automotive aftermarket in June of 2007 after four years of development. Spurred on by rising gasoline prices and concerns over global warming consumers have responded emphatically to it driving compounded monthly sales growth of 33%. In tests conducted at Enerpulse, Pulstar on average improves fuel economy by 6% across all vehicles tested. Even fuel-efficient hybrid vehicles have experience significant improvements.

Keimpe Keuning, Senior Investment Manager at Robeco, commented that "Our interest in Pulstar was peaked by its simplicity as a drop in replacement for spark plugs with potential similar to the energy-saving light bulb. It is a great solution to soaring fuel prices that have topped \$8 a gallon in Europe. And in North America 400 million spark plugs are sold each year to keep the 250 million existing cars running. These are compelling opportunities for a product that has already seen stunning customer acceptance."

Thomas Cain, Founder and Managing Partner of SAIL, commented that "Our studies show that using the Enerpulse replacement plug will save more oil globally, than all ethanol plants in current production and under construction."

Robeco, established in Rotterdam in 1929, offers investment products and services to institutional and private investors worldwide. In 2007 it had EUR 146 billion in assets under management. Their product range encompasses equity and fixed-income

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investments, money-market and real-estate funds and alternative investments, including private equity, hedge funds and structured products. Robeco has offices in Bahrain, Belgium, China, Germany, France, Japan, Luxembourg, Poland, Spain, the United States and Switzerland. For more, information visit www.robeco.com.

SAIL Venture Partners is a national energy/cleantech venture capital firm investing in breakthrough innovations that solve major global problems. With investments in water purification, energy efficiency, renewable energy, air emissions, transportation and electrical appliances, extraordinary solutions and returns are being achieved.

For more information, visit www.sailvc.com.

Altira Group is a venture capital firm focused exclusively on energy technology. Based in Denver, CO and founded in 1996, Altira looks for promising technology companies in the areas of oil and gas, clean energy and power. The firm targets market entry opportunities with initial investments ranging from \$1 million to \$10 million. For more information, visit www.altiragroup.com

ENERPULSE, Inc., a privately held company headquartered in Albuquerque, New Mexico, 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.

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