



FOR IMMEDIATE RELEASE

FULTON INNOVATION PROVIDES A GLIMPSE OF WIRELESS POWER DEMOS
BEING DISPLAYED AT THE 2012 INTERNATIONAL CES

Fulton to Show New Implementations of the Technology in Automotive, Publishing, and Consumer Electronics

ADA, MI – December 15, 2011 – Fulton Innovation (www.fultoninnovation.com), the creator and exclusive licensor of eCoupled™ intelligent wireless power (www.ecoupled.com), is giving an early look into the next generation of wireless power being demonstrated at the Consumer Electronics Show in Las Vegas, January 10-13, 2012. A sample of technology breakthroughs around freedom and flexibility on show at CES can be seen in a short video at: <http://bit.ly/rZs9BP>.

Fulton's display will include wireless power demonstrations of charging devices through new surfaces, examples of printed electronics on flexible materials, automotive applications, kitchen appliances, and Qi-compliant mobile phones that consumers can buy today.

As a founding member of the Wireless Power Consortium (www.wirelesspowerconsortium.com), Fulton will be supporting the WPC and its member companies at the show with additional technology demonstrations.



Fulton Innovation is located at booth 14446 in the Central Hall of the Las Vegas Convention Center. It will also be demonstrating prototypes at the Digital Experience media event on January 9 at the MGM Grand.

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About Fulton Innovation and eCoupled Technology

A subsidiary of Alticor Corporation, Fulton Innovation is dedicated to commercializing new and innovative technologies that improve the way we live, work, and play. Fulton is working with a wide range of industry-leading companies to integrate wireless power technology into infrastructure and electronic devices to enable consumers to live a truly wireless life.

The engineers behind eCoupled have been developing, advancing, and perfecting the technology for over 13 years. eCoupled technology has been incorporated into Amway's eSpring™ water purification devices for 10 years.

Amway employs more than 14,000 people worldwide, including over 500 engineers and scientists. Amway has sales of more than \$9.2 billion annually. It is headquartered in Ada, Michigan and has operations in more than 80 countries and territories worldwide.

For additional information, please visit ecoupled.com.

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