



**PHOTO AVAILABLE: Enerpulse Signs Pulstar Pulse Plug Exclusive Distributor in China**

*Breakthrough ignition technology finds early adopters in Asia.*

For Immediate Release

ALBUQUERQUE, N.M./EWORLDWIRE/Oct. 4, 2007 --- Ignition products company, ENERPULSE Inc., today announced 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. Pulstar is the first capacitor-enhanced spark plug, called a pulse plug (<http://www.pulstarplug.com/howtheywork.html>), which dramatically improves combustion efficiency in all spark-ignited, internal combustion engines

"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 Daniel Parker, ENERPULSE's chief executive officer. "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."

Last year, China surpassed Japan as the world number two automotive manufacturing nation. Along with holding eight U.S. and foreign patents, 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. Improved combustion efficiency results in better overall engine performance and dramatically lower fuel consumption. Adoption of the Pulstar by the Chinese market offers a significant opportunity to reduce hydrocarbon emissions from the millions of motorcycles/scooters, a mainstay of Chinese transportation.

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 spark plugs.

"Our relationship with EMAX will help guarantee that Pulstar is introduced to the Chinese auto industry quickly, giving producers an advanced opportunity to test and implement the new technology," said Parker.

Pulstar represents the first technological advancement in spark plug design in the past 100 years.

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 Pulstar plugs in China."

ENERPULSE is a privately held company headquartered in Albuquerque, N.M., was founded in 1996. The company develops ignition products through the application of pulse power technology.

For more information, visit '<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. EMAX 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, e-mail EMAX at [enquiries@emax.hk](mailto:enquiries@emax.hk).

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