

For Immediate Release

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IdaTech plc
("IdaTech" or "the Company")

IdaTech's Fuel Cell System Powered the Floating Olympic Rings

BEND, ORE., USA, March 02, 2010 – IdaTech, a global leader in the development and manufacture of clean and reliable extended run backup power fuel cell products, today announced that its fuel cell system provided power to the floating Olympic Rings in Vancouver's harbor. The power source for the 30-foot tall rings alternated between a bio-diesel generator and IdaTech's ElectraGen™ H2 zero emission hydrogen fuel cell system providing an environmentally friendly source of power.

During the Vancouver Olympics the Province of British Columbia encouraged the industry to utilize clean energy technology. IdaTech's ElectraGen™ H2 fuel cell system was selected as a source of reliable power to serve as an example that clean energy can be generated for applications in remote locations.

The ElectraGen™ H2 is a hydrogen fueled proton exchange membrane (PEM) fuel cell system. Fuel cells are solid state electric generators that combine the best attributes of generators and batteries. PEM fuel cells only emit water vapor and heat, producing zero greenhouse gas. PEM fuel cells operate quietly and cause almost no vibrations.

IdaTech has recently sold over four hundred of these ElectraGen™ H2 fuel cell units to provide backup power to telecommunications networks in India and Asia, where grid reliability and low emissions are a priority.

About IdaTech

IdaTech plc is an advanced fuel cell products company which is operationally headquartered in Bend, Oregon, USA and is listed on AIM with the ticker code IDA.

IdaTech designs, develops, and manufactures extended run backup power fuel cell products for Telecom applications requiring 100 W to 15 kW of backup power. IdaTech's unique PEM fuel cell technology provides solutions for a wide range of applications to directly support efforts towards sustainable energy. IdaTech's portfolio of industry-certified fuel cell products are based on the company's fuel processing, purification and fuel cell system integration capabilities. With the support of strategic partners and customers, the company's extended run backup power products are being deployed worldwide for stationary applications.

Additional information may be obtained by contacting the company direct or by visiting its website at <http://www.idatech.com>.

For further information please contact:

IdaTech plc

Harol Koyama, Chief Executive Officer
James Cooke, Chief Financial Officer

+1 541 383 3390

Numis Securities Limited

Michael Meade

+44 (0) 20 7260 1000

Buchanan Communications

Charles Ryland

+44 (0) 20 7466 5000