

For Immediate Release

April 14, 2010



## **IdaTech And Cascadian Announce A Deployment Of Advanced Fuel Cell Technology With Hutchison Telecom In Indonesia**

BEND, ORE, USA, April 14, 2010 – IdaTech plc (AIM: IDA) a global leader in the development and manufacture of clean and reliable PEM fuel cell products for critical backup power markets, in conjunction with its partner Cascadian Inc. and Indonesian wireless operator PT Hutchison CP Telecommunications (HCPT), is pleased to announce a deployment of the latest generation of hydrogen backup power fuel cell systems throughout the Indonesian island of Sumatra.

IdaTech's partner Cascadian has been awarded the contract to install and support the ElectraGen™ H2 fuel cell systems. This order confirms the value proposition of backup power fuel cell systems and demonstrates the growing trend of telecom service providers to support and promote more eco-friendly initiatives including the reduction of telecom sector emissions, lowering energy consumption and the overall carbon footprint.

Harol Koyama, CEO of IdaTech, commented, "We are delighted to be working with Cascadian to supply ElectraGen™ fuel cell systems for the Indonesian market. This agreement is an exciting sign of the times to come. Indonesia is a very attractive wireless market because of its large population and will undoubtedly require more solutions such as these fuel cell systems to support the operations of mobile products as they become more popular. With an experienced local partner like Cascadian that is dedicated to identifying and promoting more sustainable means of energy within its solutions, IdaTech sees this as a significant win," Koyama said.

According to Marshall Towe, President and CEO of Cascadian, "We're extremely pleased to play a leading role in furthering the use of cleaner fuel cell technology in Indonesia. This denotes a solid acceptance in the belief that greener technology is truly the wave of the future in ensuring the protection and functionality of telecom services in dire situations." He continued by saying, "We applaud Hutchison for their forward looking endorsement of this technology and we believe that it is a milestone in achieving mass adoption of fuel cell products as viable replacements for generators and batteries."

Telecommunications networks require reliable backup power solutions that can operate for several hours or days when electricity is no longer available due to severe weather, natural disasters, or grid quality. IdaTech's ElectraGen™ fuel cell systems were developed specifically to provide critical backup power to the telecom market when loss of grid occurs. These fuel cell systems are fueled directly by hydrogen or by using IdaTech's proprietary fuel reformer process that converts liquid fuel, methanol & water, into hydrogen gas to power the unit.

#### 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>.

#### About Cascadian

Cascadian is a venture backed technology solutions company with offices throughout Asia and in Portland and Chicago in the USA. The firm partners with best in breed technology companies to deliver value added, integrated solutions and hosted services in an environmentally conscious way. The Cascadian portfolio targets wireless and broadband carriers and includes state-of-the-art hydrogen fuel cells, hosted application platforms and advanced software solutions.

#### **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 / Catherine Breen

**+44 (0) 20 7466 5000**

##### **Cascadian**

Alex Karras

**+ 312 770 8888**  
[alex.karras@cascadian.com](mailto:alex.karras@cascadian.com)

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