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IdaTech Expands Backup Power Fuel Cell Sales Channels
Global Sales Expansion adds distributors in Singapore and Latin America

BEND, ORE., USA, JULY 15, 2007 – IdaTech, LLC, a fuel cell solutions developer and manufacturer, has signed contracts with three companies – Grupo Celsur, Innovation Wireless Products, Inc. and APECUS – to distribute IdaTech’s family of backup power solutions. IdaTech’s partnerships with these corporations enable the expansion of sales into the key geographies of Southeast Asia and Latin America, and supports the continuation of a high level of customer service by providing a local presence. By adding these three distributors to the company’s channel partners, IdaTech has significantly increased its sales reach and its ability to provide local support.

IdaTech’s capability to produce hydrogen onsite, as needed using convenient liquid fuel from its XTR fuel reformer, has proven to be a significant differentiator in attracting new partners. Many parts of Asia and Latin America experience high hydrogen prices and have remote regions that make delivery of hydrogen difficult or impractical. The challenge of hydrogen supply can present a barrier to high volume adoption of fuel cells in these areas. However, IdaTech’s reforming capability provides a means for breaking through that barrier and providing long run fuel cell power supplies by generating hydrogen onsite.

“Latin America and Asia are two areas with high growth prospects for wireless communications. Additionally, these geographies tend to have less reliable electric grid systems and experience high temperatures that limit traditional battery solutions. These types of conditions are ideal for IdaTech’s fuel cell solution with reforming capability. Adding these three partners to our network is a key step toward capitalizing on this opportunity,” said IdaTech President and CEO Hal Koyama. “These agreements, combined with the recently signed marketing agreement with Chloride PLC demonstrate the expansion of IdaTech’s commercial network for its fuel cell products.”

About IdaTech

IdaTech develops and manufactures clean and reliable PEM fuel cell solutions for telecommunication, commercial and industrial backup power from 1 to 15 kW. IdaTech’s technologies provide solutions for a wide range of applications from portable to off grid power.



IdaTech's portfolio of industry-certified fuel cell solutions are based on the company's fuel processing, fuel cell stack and power module and fuel cell system integration capabilities. IdaTech's ElectraGen™ product, which targets the backup power market, is commercially available and its iGen™ product, which targets the portable and remote power markets, is at an advanced stage of development. In addition, IdaTech is developing other products based on the same technology to target a number of additional markets.

For more information on IdaTech fuel cell solutions and advanced technologies, please visit www.idatech.com.

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