

For Immediate Release

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IdaTech Participates in Hutchison Indonesia Telecommunications

Fuel Cell Press Conference

BEND, ORE, USA, March 31, 2011 – IdaTech plc (AIM:IDA) a global leader in the development and manufacture of Proton Exchange Membrane (PEM) fuel cell products for telecommunications and other critical backup power applications is pleased to announce its participation in the Indonesian Hutchison Telecommunications (HCPT) fuel cell press conference.

In an effort to use alternative energy solutions that have a positive impact on the environment, more than 150 IdaTech backup power fuel cell systems have been installed on Hutchison Indonesia's network instead of traditional diesel generators. Indonesia's Ministry of the Environment has been encouraging local companies to aggressively adopt alternative and renewable sources of energy in an effort to reduce Indonesia's carbon footprint. The press conference, held on March 9th, was attended by both Indonesia's Minister of Communication and Indonesian Renewable Energy Society. Bapak Tifatul Sembiring, Minister of Communication commented, "The use of Hydrogen gas to power BTS makes us very happy and the use of alternative energy is an innovative move which we all support. We congratulate PT Hutchison Indonesia for using fuel cells and hope this initiative can be developed by other operators as an example."

IdaTech's ElectraGen™ H2-I backup fuel cell system was on display at the press conference to demonstrate the benefits of using fuel cells as a clean technology solution. Low emissions, high efficiency, and quiet operation are a few of the "green" characteristics of a fuel cell system. Mobile network operators worldwide are increasingly implementing clean technology solutions to lower their environmental impact, improve network reliability, and reduce operating expenses.

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>.

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