

For Immediate Release

April 13, 2010



IdaTech Fuel Cell System Powers Lighting at Hannover Fair 2010

**Live Demonstrations of the ElectraGen™ XTi Fuel Cell System Provides
Power for Lighting at NRW Exhibit**

BEND, ORE., USA, April 13, 2010 – IdaTech will display an ElectraGen™ XTi extended run backup power fuel cell system at the North Rhine-Westphalia (NRW) stand at the Hannover Fair 2010. Operating on a liquid fuel (HydroPlus), IdaTech's fuel cell system will power the lighting for the NRW stand throughout the event. Participating for the tenth consecutive year, IdaTech will display the company's fuel cell systems for reliable backup power in the North Rhine-Westphalia stand in the Energy Hall 27, Stand F21.

The live demonstration of the ElectraGen™ XTi system verifies the reliability of the fully integrated solution to enable truly extended run backup power. Offering systems that operate on a compact liquid fuel, IdaTech's portfolio of products provides the telecommunications, utility, and emergency communications industries extended run backup power for critical applications.

Please visit NRW and IdaTech in Hall 27 at Stand F21 during the Hannover Fair on April 19-23, in Hannover, Germany.

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:

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