

For immediate release

21 October 2009



IdaTech plc

(the "Company" or "IdaTech")

IdaTech's Partner Deploys 43 Backup Power Fuel Cell Products in Mexico

IdaTech plc (AIM IDA.L), a global leader in the development and manufacture of clean and reliable extended run backup power fuel cell products, today announces that its Latin America partner MICROM Electronic SA de CV ("MICROM") published details of the largest commercial backup power fuel cell deployment using IdaTech's systems in Mexico.

MICROM, a subsidiary of Grupo Condumex, has deployed the largest number of fuel cell products in Telcel's cellular network in Mexico. Radiomovil DIPSA SA de CV ("Telcel"), Mexico's largest mobile phone carrier, founded in 1989 and based in Mexico City, is a leading provider of wireless communications services in Mexico with over 58 million subscribers. MICROM has successfully installed 43 ElectraGen™ XTR extended run backup power fuel cell systems in Telcel's cellular base stations throughout Mexico. These systems serve as the primary critical backup power at outdoor telecom sites in which their high reliability, extended run time, quiet operation, and low emissions make IdaTech's fuel cell an ideal solution.

IdaTech's ElectraGen™ XTR fuel cell product was developed to specifically address critical backup power solutions in the telecom market. The ElectraGen™ XTR uses IdaTech's proprietary fuel reforming capability which converts liquid fuel into high-purity hydrogen onsite as needed providing Telcel with extended run backup power. The system provides the 24 or 48 VDC backup power required by telecommunications networks to provide a replacement to traditional solutions such as batteries and diesel generators, but with greater reliability and significantly reduced annual maintenance.

MICROM is committed to the environment and advanced fuel cell technology applications in the telecom market throughout the Latin America and Caribbean regions.

Commenting on the deployment, Hal Koyama, Chief Executive Officer of IdaTech, said: "This large deployment of IdaTech fuel cell systems in Mexico is another positive sign that uptake of our ElectraGen™ fuel cell systems is gaining momentum and builds on yesterday's announcement that 22 IdaTech ElectraGen™ systems had been delivered to the United States Army by our partner, b+w Electronic Systems.."

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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 MICROM

MICROM Electrónica, S.A. de C.V. manufactures and provides end to end solutions for with a solid and a diversified presence including electrical, electronic and electromechanical products and systems, intended for the power and telecommunications markets. MICROM also commercialize alternative energy solutions including, solar, wind and fuel cell solutions for private and public customers in a wide range of markets and applications.

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