

For Immediate Release

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IdaTech Exhibits Next Generation Telecom Backup Power Fuel Cell System

At The Intelec Conference in Orlando, Florida

BEND, ORE., USA, June 7, 2010 – IdaTech plc (AIM: IDA) a global leader in the development and manufacture of clean and reliable extended run backup power fuel cell products, is exhibiting its next generation ElectraGen™ ME fuel cell system at the 2010 International Telecommunications Energy Conference (Intelec) in Orlando, Florida.

Intelec is an annual conference which examines and analyzes the latest developments in telecommunications energy systems and related power processing devices. The four-day exhibition is a perfect showcase to present the latest technological developments and product innovations for backup power fuel cells.

Participating for the sixth year, IdaTech will display its next generation ElectraGen™ ME Fuel Cell System—a five kilowatt fully integrated solution that provides clean reliable extended run backup power for telecom base stations. The newest member of the ElectraGen™ product family of fuel cell systems that can be powered by hydrogen gas or by IdaTech's proprietary fuel reformer system which converts liquid fuel (methanol-water) into high-purity hydrogen onsite as needed, ElectraGen™ ME is a liquid fueled system that provides +24 or -48 VDC backup power for telecommunications applications. It replaces and/or augments traditional solutions such as batteries and diesel generators, but with greater reliability and significantly reduced maintenance. The ElectraGen™ ME Fuel Cell will be available in production quantity end of this year.

Visit IdaTech at the Hilton-Orlando, Bonnett Creek Resort, booth#205, during the Intelec Conference, June 6-9th in Orlando, Florida.

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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