

For Immediate Release

October 25, 2011



**California Telecom Site Installs IdaTech's Backup Power Fuel Cell System
Fueled with Renewable Fuel**

BEND, ORE, USA, October 25, 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 the first use of Bio-HydroPlus renewable fuel. Bio-HydroPlus is a liquid fuel mixture of bio-methanol (62% methanol by weight) and de-ionized water for powering IdaTech's backup power fuel cell systems.

IdaTech's ElectraGen™ fuel cell systems were developed specifically to provide critical backup power to the telecom market when loss of grid occurs. Telecom network operators are choosing fuel cell systems instead of diesel generators for backup power, and fuel cell systems with renewable fuel provide operators with clean, quiet power from a sustainable source.

T-Mobile® in the state of California recently installed the ElectraGen™ ME Fuel Cell System on its network, and is using Bio-HydroPlus fuel to power the system. Officials attending the installation witnessed the first use of Bio-HydroPlus in the state of California and saw the backup power fuel cell quietly startup and deliver 5,000 watts of clean power while operating on renewable fuel.

The availability of renewable fuel is exciting news for IdaTech, who worked extensively with bio-methanol suppliers to develop the fuel. As a result, customers can now qualify to receive additional government incentives associated with the renewable Bio-HydroPlus. The federal government rebate is 30% of the system cost plus an additional 30-50% rebate is offered in several states. Renewable fuel is required for participation in the California rebate program. These savings make fuel cell systems a more affordable backup power solution for telecom operators.

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 fuel cell products for Telecom applications requiring up to 15 kW of 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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