



Press Release

FULTON INNOVATION AND AVID TECHNOLOGIES EXPAND DEVELOPMENT OF ECOUPLED™ TECHNOLOGY

Engineering groups working together to provide new levels of accessibility to wireless power solutions

ADA, Mich. - December 11, 2008 - Fulton Innovation (Fulton), the creator and exclusive licensor of eCoupled intelligent wireless power, today announced that it is working with AVID Technologies, Inc. (AVID), an advanced and innovative electronic product design services company. Fulton and AVID will be working together, to assist companies in the development of wireless power and charging solutions utilizing Fulton's eCoupled technology. AVID has been working with Fulton in the development of eCoupled wireless power technology for over five years and is excited to be able to provide design, development, and integration services to Fulton licensees seeking to utilize eCoupled technology in their products.

AVID and Fulton are also working together to develop eCoupled technology Evaluation and Development kits that will provide customers the ability to experience the functionality and benefits of the technology first hand. These kits will provide licensees the means to jump-start their product development and assist them in quickly incorporating eCoupled technology into their products. The eCoupled Evaluation Kit is currently scheduled to be available for sale during the first quarter of 2009 with the eCoupled Development Kit to follow shortly thereafter.

About AVID Technologies - AVID Technologies, located in Twinsburg, Ohio, has been providing electronic design services to OEMs since 1985. AVID services the consumer, automotive, industrial, commercial, medical, and military markets with advanced engineering and innovative product development. With over 50 employees, AVID's offerings include product definition, hardware design, software development, PCB layout, mechanical design, test systems, and manufacturing support with full turnkey product development or specific area consulting.

Inquiries may be made at 330.487.0770 or email.

About Fulton Innovation and eCoupled Technology - A subsidiary of Amway Corporation, Fulton Innovation is dedicated to commercializing new and innovative technologies that improve the way we live, work, and play. Fulton is working with a wide range of industry-leading companies to integrate eCoupled technology into infrastructure and electronic devices to enable consumers to live a truly wireless life.

The engineers behind eCoupled have been developing, advancing, and perfecting the technology for over 10 years. eCoupled technology has been incorporated into Amway's eSpring™ water purification devices for seven years, with over 1.5 million devices sold in over 36 countries worldwide to date.

Amway employs more than 13,000 people worldwide, including over 450 engineers and scientists. Amway has sales of more than \$7 billion annually. It is headquartered in Ada, Michigan and has operations in more than 80 countries and territories worldwide.

For additional information, please visit fultoninnovation.com or ecoupled.com.

MEDIA CONTACT:

MWW GROUP

Angelica Quinonez

415.395.5916

ecoupled@mww.com