



For Power Innovations of Lindon, Olympic Participation is Springboard to Loftier Goals

LINDON, UTAH, July 23, 2003 – The international Olympic stage is just an example of where Power Innovations (www.power-innovations.com) plans to go with its upcoming power generation capabilities. In reality, the company hopes to one day power remote areas of the world where electricity is not currently available.

Saying that Olympic participation is a springboard is not to say that the company's Olympic opportunities are unimportant – or even minor considerations. In fact, Power Innovations successfully provided failsafe power quality and backup for the Salt Lake 2002 Olympic Winter Games. The company has been working with Athens for the 2004 Olympic Summer Games and has been asked to supply all energy needs for the Torino 2006 Olympic Winter Games, including its new green renewable power generation technology (currently under development). Representatives from two sectors of the Beijing 2008 Olympic Committee have visited Power Innovations in Utah, and the company is being included in the early planning stages for Beijing. Power Innovations is actively pursuing all of these opportunities and adding the Doha Asian Games and the Vancouver 2010 Olympic Winter Games as well.

“It is lucky for me that most of our contacts speak excellent English,” says Karen Gudmundson, vice president of business development for Power Innovations. “I am certainly enjoying the opportunity of interacting with the various Olympic organizing committees, seeing their cities, and experiencing their unique approaches as they prepare to greet the world.”

But ... the company has more ambitious goals. “There are international power problems that the ordinary person in the developed world is often not aware of,” says Robert L. Mount, CEO of Power Innovations. “When we complain about the reliability of our power, we have to think about the fact that even today one-third of the world's population does not have basic power.”

Power Innovations has accelerated its development schedule and plans to release its PowerWell™ technology, which will provide fully scalable, green renewable electrical power generation for homes, business -- even cities -- in time for introduction at the Torino 2006 Olympic Winter Games. In addition to the company's current line of products, this new technology puts into place the ability to independently manage, store, and account for generated power, as well as to return unused power to the grid.

“Power Innovations is about powering life,” says Mount. “In a world where sensitive electronic equipment requires higher power quality, and energy resources can't keep up with demand, we have the ability to introduce solutions that will truly make a difference.”

The company's existing products on the market focus on providing quality power to sensitive mission-critical electronic equipment regardless of the quality of the power coming from utility companies. Power Innovations' equipment also provides backup power in the event of power loss. The company is selling its power management line of products for such uses as protecting:

- Infant life support systems in hospitals
- Airport security equipment
- Critical calibration equipment for airliners
- Oilfield exploration
- Rugged environments

Although the company reasonably expects financial success from the release of this new technology, Mount quietly expresses a personal dream, "I am waiting for the day when we will be able to contribute to the quality of life for that 'other 1/3' of the world's population that currently is doing without power."

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