



## Power Innovations Leads the Way for Utah Companies Expanding into Mediterranean Markets

Partnering with the state of Utah, Power Innovations will promote Utah technology for the 2004 and 2006 Olympic Games during the *Utah!* Trade Mission

**LINDON, UTAH, January 22, 2003**— Power Innovations International, Inc. ([www.power-innovations.com](http://www.power-innovations.com)), a technology company pioneering next generation power quality and backup solutions, announced today that the company will partner with the state in the *Utah!* Trade Mission to Athens, Greece and Torino, Italy -- March 9-15. Responding to a request by the state of Utah, Power Innovations will help lead the way for Utah companies looking to expand business into Mediterranean markets.

“As the only Utah developed technology implemented in the 2002 Games, Power Innovations’ contribution to this trade mission is a key to its success,” says Chris Bowler, director of relationships with the UK, Mediterranean, and Middle East for the state’s International Business Office. “As a technology leader, Power Innovations was asked to assist the state because of its unique involvement in the Salt Lake 2002 Olympic Winter Games. This company is a prime example of the technology that is developed in Utah and also of the talent Utah companies have to deliver products on a global stage.”


Power quality was a priority for the Salt Lake Olympic Organizing Committee, and the selection of a power quality provider was handled with extreme scrutiny. After head-to-head testing against its biggest competitors, Power Innovations was selected as the sole provider of power quality systems for the 2002 Olympic Winter Games. Power Innovations implemented its new standard of Uninterruptible Power Quality (UPQ™) systems, which focus on power quality, unlike traditional uninterruptible power supplies (UPS), which focus on battery backup.

Power Innovations’ hardware and software solutions were responsible for ensuring and managing the power for more than 400 critical computer systems and sound broadcasting during the Games. All UPQ systems were remotely monitored and managed through a centralized command center using SNMP and IP management.

This *Utah!* Trade Mission was organized to target the Olympic organizing committees and Olympic suppliers for the Athens 2004 Olympic Summer Games and the Torino 2006 Olympic Winter Games. The purpose of the mission is to formalize relationships between Utah companies and the Olympic organizing committees, government officials, and potential business partners for Olympic Games suppliers in Italy and Greece.

### **About Power Innovations**

Launched in 1997, Power Innovations is pioneering a revolutionary set of solutions to generate, store, and manage AC power. Power Innovations’ mission is to provide and manage continuous high-quality power in conjunction with *or even independent of* utility services worldwide, with local and remote management.



Today, Power Innovations is helping forward-thinking companies and organizations of every size provide pure, uninterruptible power to vital equipment through its UPQ™ systems. Power Innovations' true online UPQ systems address today's number one power issue—power quality. Power Innovations' UPQ technology is currently responsible for providing quality power and backup for homeland security, medical equipment, and other critical power needs.

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