

**FOR IMMEDIATE RELEASE**  
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**eCycle and North American Marine Jet collaborate on electric outboard**

(Temple, PA – November 6, 2004) –eCycle is pleased to announce a cooperative project with North American Marine Jet, Inc. located in Little Rock, Arkansas.

Under the collaborative arrangement, eCycle, Inc. and North American Marine Jet, Inc. will build an electric jet drive outboard motor. The electricJet24 will be the first outboard of its kind. The product will feature a NAMJ custom designed jet pump and eCycle's CMG brushless motor featuring *SolidSlot* technology. The result is a high performance and lightweight outboard motor. Unlike electric outboards presently on the market, the electraJet will be the first high production electric outboard designed to compete directly with similar power gas units. The electraJet will be sold via website, established marine retailers and outdoor stores.

The electraJet outboard will operate on 12 or 24VDC and feature both remote and tiller operation. Steering and direction are controlled by a dual action gate. The 44lb. unit will be available in different transom heights to accommodate a broad range of boats. The liquid cooled brushless motor allows low speeds for trolling while simultaneously offering powerful low end torque for instant throttle response and acceleration. The jet drive offers power, safety and the ability to motor in very shallow water. In addition to offering boaters a very low maintenance unit, it will be portable and easier to use than a gas outboard. The outboard is environmentally friendly, conforming to CARB 2006 standards, which are perfect for emission and fossil fuel restricted waterways.

The electric outboard project capitalizes on both companies inherent strengths. North American Marine Jet has been supplying the marine industry with high power propulsion units since 1987 and is designer & manufacturer of the Nomrea®, Traktor® and Jacuzzi® brands. eCycle, Incorporated is a world leader in advanced brushless motors and generators.

Preproduction orders are being accepted for shipments early 2005. For more information visit the North American Marine Jet web site [www.marinejet.com](http://www.marinejet.com) or eCycle, Incorporated [www.ecycle.com](http://www.ecycle.com).

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