

FOR IMMEDIATE RELEASE
January 20, 2009

Contact: Michael Sharer
610-939-0480
msharer@ecycle.com

eCycle and Elizabethtown College collaborate on twin-prop electric outboard

(Temple, PA – January 20, 2009) -eCycle is pleased to announce a cooperative project with Elizabethtown College, located in Elizabethtown, Pennsylvania.

Under the collaborative arrangement, eCycle, Inc. and Elizabethtown College will build and test a twin prop electric outboard based on an original design by eCycle. The outboard will feature the SolidSlot™ brushless motor/generator and operate at 24VDC.

"This is the most innovative electric outboard in the world," said Michael V. Sharer, marketing vice-president of eCycle, Inc., "It will be affordable, powerful, efficient, maintenance-free, environmentally friendly, and salt water compatible. It's a one of a kind project, from which the Elizabethtown students will benefit"

The contra rotating propeller concept (CRP) was originally developed in England about 150 years ago. CRP is employed in submarines, torpedoes and various stern drive propulsion systems. eCycle is applying this technology to consumer marine products like the electric outboard motor for a significant boost in thrust and efficiency.

Outboard Overview

- Brushless motor allows low speeds for trolling, with instant throttle response for acceleration
- High efficiency
- Twin prop (CRP)
- Lightweight
- Low maintenance
- Simple push button power
- Environmentally clean
- No fuel
- Quiet
- Conforms to CARB emission standards

- Competitively priced at \$3,295 retail

“Through the years we have invested both time and money in this outboard,” said Daniel Sodomsky, President and CEO of eCycle, Inc., “there’s still much work to be done before we can make it available for purchase. However, the E-town students are willing to work through this and learn how to bring a high-tech product to market.”

This is not the first academic project in which eCycle has been involved. Some of the projects were hybrid and electric platforms, power generation and electric superchargers. “There’s no shortage of students who want a hands-on experience with state-of-the-art technology,” commented Sodomsky.

About eCycle (ecycle.com)

Established in 1996 and located in Temple, PA, eCycle produces a line of advanced brushless motors and generators, which have a wide range of applications in commercial, industrial, and consumer markets worldwide, particularly for mobile applications.