
M2E POWER, INC. ANNOUNCES REVOLUTIONARY NEW ENERGY GENERATION TECHNOLOGY

– COMPANY RAISES \$8M IN SERIES A FUNDING –

BOISE, ID, November 16, 2007 — M2E Power, Inc., provider of groundbreaking solutions for mobile and large-scale power generation, today announced that it has raised \$8M in its Series A funding. OVP Venture Partners led the round, with additional participation from @Ventures, Highway 12 Ventures and existing investors. The company will use the funds to speed commercialization of its patent-pending M2E™ (Motion to Energy) technology, which promises to fundamentally transform the way military and consumer mobile devices are powered. M2E can also be used in larger scale generator applications such as wind power and ocean wave power.

Currently the company is focused on meeting the mobile power needs of the military. The M2E mobile power solution consists of a micro-generator combined with traditional battery storage to create a system that captures the kinetic energy of normal everyday motion – human or vehicle – to generate electricity sufficient to power mobile devices. With a normal amount of motion, many of these products will either not need to be plugged in for recharging or will have extended run time before recharging. M2E will dramatically lower the 10-30 pound burden that soldiers often carry to power the 500+ mobile battery-powered military devices currently in use, and will help meet the twin consumer demands for clean power and greater device mobility. M2E Power is already a member of General Dynamics' EDGE Warrior Innovation Center for improved military fighting efficiency.

"Our first goal is to address the mobile power crisis our military is facing. M2E is a solution that provides on-demand power so men and women in uniform can reduce the number of batteries they have to carry with them," commented David Rowe, President of M2E Power. "Along with addressing the mobile power need, M2E is more environmentally friendly than traditional batteries."

The M2E solution originated with Department of Energy-funded research at the Idaho National Labs (INL). Inventor Eric Yarger and his team at the INL sought to ease the military's battery dependence for mobile power, and offer soldiers a way to generate power as they move around. It leverages the well-proven Faraday Principle (energy produced via motion of a magnet through a wire coil), but with changes in the magnetic architecture that has broad applicability to many sizes of motor generators. M2E provides sufficient energy for use in devices ranging from cell phones and digital audio players to PDAs and digital cameras.

Gerry Langelier, Managing Director at OVP Venture Partners said, "It's hard to think of a hotter market intersection than Cleantech and mobile devices, and that's exactly where M2E Power is working. We were particularly struck by the company's ability to produce a solution that meets everyday military and consumer usage patterns, with a stronger environmental profile. That spells both broad applicability and faster time to market – a combination we're happy to support with this investment."

"In our experience as Cleantech-focused investors, we've rarely seen such a pragmatic approach to the achievement of significant efficiency gains," stated Marc Poirier, Managing Director of @Ventures. "We're excited about M2E's platform technology and its potential for providing strong performance improvements in everything from portable electronic devices to large-scale generators and motors."

Evolution Capital Advisors served as an advisor to the company on this transaction. In conjunction with the financing, Gerry Langeler of OVP and Marc Poirier of @Ventures will be joining the M2E Power Board of Directors.

About OVP Venture Partners

For over 24 years, OVP Venture Partners has led the drive into new, high-growth technology markets in the Pacific Northwest. OVP's record of 52 liquidity events – including 22 IPOs – leads the region. OVP has over \$750 million in capital under management and is currently investing its seventh fund. The firm concentrates on opportunities at the intersection of technology's next big waves and the foundational strengths native to the region. OVP has offices in Seattle, WA and Portland, OR and focuses on investments in communications, software, security, semiconductors, digital biology, and nanotechnology. For more information visit, www.ovp.com.

About @Ventures

@Ventures provides venture capital to early stage and mid-stage clean technology companies. Formed in 1995, @Ventures (the venture capital business of CMGI) has funded more than 75 software, IT, Internet, and clean energy companies. The focus of @Ventures' fifth fund, formed in 2004, is on investments in the CleanTech sector, including alternative energy, energy storage and efficiency, and water purification technologies. For more information, visit www.ventures.com.

About Highway 12 Ventures

Highway 12 Ventures is a leading early-stage VC fund investing in high-growth, entrepreneurial companies in the Intermountain West states of Idaho, Utah, Montana and Colorado. With over \$100 million under management, it is Idaho's largest venture capital firm. Highway 12 Ventures is part of the Village Ventures nationwide network of venture capital funds. For more information call (208) 345-8383 or visit www.highway12ventures.com.

About Evolution Capital Advisors, LLC

Evolution Capital Advisors, is a Seattle-based boutique Investment Bank specializing in entrepreneurial stage companies within energy, information, communications, and media technology. For more information, visit: www.evolutioncapadv.com.

About M2E Power

M2E Power, Inc., is changing the landscape for military and consumer mobile devices by freeing users of the need to regularly recharge or replace batteries. M2E's patent-pending technology taps the kinetic energy of everyday human or vehicle motion to continuously generate and store power in mobile devices – from night vision goggles to cell phones and MP3 players – thereby saving electricity, eliminating waste and increasing everyday usability. Moreover, it matches the cost and design characteristics of existing battery packs, allowing simple plug-in replacement without redesign. M2E is funded by OVP Venture Partners, @Ventures and Highway 12 Ventures. More information is available at www.m2epower.com.

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