Media Advisory

Date: January 22, 2008
Contact: Gretchen Johnson, Public Relations Director 201.692.7032
Jonathan Cloud, Institute for Sustainable Enterprise 908-306-9075

Launch of New Sustainable Business Incubator and
Introduction of First Client, HydroCoil Power, Inc.
on Wednesday, January 30, 2008

The state of New Jersey has set ambitious goals in response to the climate crisis. These goals offer opportunities for the development of technologies and businesses. Fairleigh Dickinson University is proud to announce New Jersey’s first incubator program focused exclusively on sustainable businesses.

The Sustainable Business Incubator will foster start-up and early-stage high-growth ventures in the areas of alternative energy, the environment, waste reduction, urban agriculture, transportation and business information related to sustainable development.

The focus is to help new companies, and freestanding initiatives within existing companies, that offer specific solutions to the challenges of sustainable economic growth. The Incubator will support both external clients and businesses developed by FDU faculty and students, and will operate in collaboration with NJ’s other incubators and academic institutions.

The Sustainable Business Incubator’s first client, HydroCoil Power, Inc., is an engineering design company focused on developing innovative domestic and international applications for their patented HydroCoil™ Turbine.

The Company’s goal is to provide competitively priced and environmentally friendly, low head hydroelectric power equipment for water-to-wire and distributed electricity applications.

The HydroCoil™ Turbine is a promising design innovation, based on the transformational scientific concept of Ribbon Drive technology. The turbines can be retrofitted to unused or under-utilized dams and waterways, resulting in assets generating carbon-neutral, renewable hydroelectricity.
Who: Dean William M. Moore, Silberman College of Business
Gerard Farias, Executive Director, Institute for Sustainable Enterprise
Jonathan Cloud, Executive in Residence
Dr. Jonathan Rosefsky, President, HydroCoil Power, Inc.
And Invited Guests

When: Wednesday, January 30, 2008 at 11 a.m.
Where: Rutherford Room, Ferguson Recreation Center
FDU’s College at Florham
285 Madison Avenue, Madison, NJ

Media coverage is welcome. For more information on the Incubator, see http://fdu.edu/ise
and http://sustainablebusinessincubator.com. For information on HydroCoil, see
http://hydrocoilpower.com and the following contacts:

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<th>In NJ:</th>
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<tbody>
<tr>
<td>HydroCoil Power Inc.</td>
<td>HydroCoil Power Inc.</td>
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<tr>
<td>1359 Arbordale Road</td>
<td>32 Mount Rascal Road</td>
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<tr>
<td>Wynnewood, PA 19096</td>
<td>Hackettstown, NJ 07840</td>
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<tr>
<td>877-790-7972 or 610-745-1990</td>
<td>732-267-1589</td>
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