

Fallbrook Technologies Inc. Wins Greater Austin Business Award

– Makers of breakthrough NuVinci® continuously variable planetary drivetrain cited as outstanding small business –

(Austin, Tex., September 4, 2008) – Fallbrook Technologies Inc. (Fallbrook), a pioneering technology company dedicated to improving the performance and flexibility of transmissions for bicycles, light electric vehicles (LEVs) and other devices, announced today that it has received the Innovation Award for Small Business from the Austin Chamber of Commerce.

The annual Chamber of Commerce Awards recognize small, medium, large and not-for-profit businesses in seven categories. Fallbrook took the top award in the Small Business Innovation category.

Fallbrook's engineering and R&D operations are based in the Austin suburb of Cedar Park. This facility is where Fallbrook's breakthrough *NuVinci* continuously variable planetary (CVP) technology takes shape. The *NuVinci* CVP uses a set of rotating balls positioned between the input and output components of a transmission that tilt to vary the speed of the transmission. Tilting the balls changes their contact diameters and varies the speed ratio.

NuVinci technology is the most practical, economical and universally adaptable continuously variable transmission (CVT) for human-powered and motor-powered vehicles and machines. Current commercial applications of the *NuVinci* CVP include bicycles and light electric vehicles. Other commercial implementations are in various stages of development.

Since its market debut in early 2007, *NuVinci* technology has won five major design/innovation awards, including the EUROBIKE Gold Award, which was given on September 4, 2008. In 2007, the *NuVinci* CVP won a prestigious R&D 100 Award as one of the year's most technologically significant products and also won the Netherlands' Fietsvak Technology of the Year Award. The first *NuVinci*-equipped bicycles also won the *Popular Science* Best of What's New (Grand Award, Recreation) and Fietsvak Bike of the Year award.

"While Fallbrook has received prestigious international awards, it's always nice to be recognized at home," said Rob Smithson, Fallbrook's vice president of product development. "We're proud to have our product development center based in Austin, and to receive this recognition in a community where there are so many other technology and thought leaders."

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About Fallbrook Technologies Inc.

Fallbrook Technologies Inc. (Fallbrook) is a technology company dedicated to improving the performance and flexibility of transmissions for vehicles and equipment. Fallbrook's revolutionary *NuVinci* continuously variable planetary (CVP) technology is applicable to virtually any machines that use a transmission such as bicycles, light electric vehicles, automobiles, agricultural equipment, and wind turbines, among others. *NuVinci* technology offers companies the flexibility to design and produce next-generation products that are better tailored to their unique business, market and competitive requirements.

Fallbrook has built an extensive portfolio of over 300 patents and patent applications worldwide. Fallbrook's vigorous research and development activities will continue to enhance the performance and capabilities of *NuVinci* technology.

To learn more about Fallbrook and its *NuVinci* technology, please visit www.fallbrooktech.com.