

Fallbrook Technologies Inc. Names Paul A. DeHart Chief Operating Officer

– Management veteran to lead engineering and manufacturing teams for NuVinci® drivetrain technology –

(San Diego, Calif., October 5, 2009) – Fallbrook Technologies Inc. (Fallbrook), a pioneering technology company dedicated to improving the performance and flexibility of transmissions for engine- and human-powered devices, announced today that Paul A. DeHart has joined the company as chief operating officer.

In his new position, DeHart will be in charge of Fallbrook's engineering and manufacturing operations, which are based at the company's facility in Austin, Tex.

Prior to joining Fallbrook, DeHart served as president of Alex Dean Consulting, a manufacturing-focused interim management and consulting firm based in Ortonville, Mich. His extensive career includes a track record of success in a series of increasingly responsible and management roles with various divisions of General Motors. After General Motors, DeHart served as general manager and director of international development at L&L Products of Romeo, Mich. and then chief operating officer of Springfield Wire Corporation of Springfield, Mass.

"Paul DeHart adds in depth and extensive manufacturing and operational expertise to our management team," said William G. Klehm III, chairman and CEO of Fallbrook. "At a time when demand for *NuVinci* technology is growing rapidly and the complexity of our business is increasing, Paul will help insure our ongoing success."

The addition of DeHart, who holds a BSEE from the University of Rochester and an MBA from the Harvard Business School, comes as Fallbrook expands and reorganizes to better meet market demand. In September 2009, the company announced the creation of a Bicycle Products Division dedicated to serving bike manufacturers and OEMs worldwide. A team focused on Powered Applications was also created to serve the automotive, electric vehicle, outdoor power equipment and other related markets.

NuVinci® technology is a universally adaptable continuously variable transmission for human- and motor-powered vehicles and machines. The *NuVinci* CVP uses a set of rotating and tilting balls positioned between the input and output components of a transmission. Tilting the balls changes their contact diameters and varies the speed ratio.

The *NuVinci* CVP can be used in virtually any transmission-based vehicle or device, including bicycles, cars, trucks and wind turbines. Fallbrook recently has had major success in the bicycle industry, with the *NuVinci* drivetrain now available on more than 40 bike models by more than 20 manufacturers in the U.S. and Europe.

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's extensive portfolio of over 350 patents and patent applications worldwide has been recognized as the industry leader for the automotive and transportation industry segment. Fallbrook's vigorous research and development activities will continue to enhance the performance and capabilities of *NuVinci* technology