

Fallbrook Technologies Inc. Announces Senior Management Additions

- Three experienced executives will help support company's growth -

(San Diego, Calif. – October 18, 2010) – Fallbrook Technologies Inc., a company dedicated to improving the performance and flexibility of transmissions for engine and human-powered devices, today announced three new additions to its senior management team: Alain Charlois, Vice President, Corporate Development; Rick Meyer, Vice President, Sales for Powered Applications; and Sharon O’Leary, Chief Legal Officer.

“Fallbrook’s progress this year has produced a significant increase in growth opportunities for our performance-enhancing NuVinci® transmission technology. With this growth, comes the need for additional leadership with specific expertise,” said William G. Klehm III, Chairman and CEO of Fallbrook. “We continue to expand and evolve our *NuVinci* platform, which now includes our second generation bicycle product, the *NuVinci* N360, and our recently announced entry into the automotive market with the *NuVinci* Delta Series™ accessory drive. The addition of these talented and experienced executives provides key leadership in critical roles.”

Alain Charlois has joined Fallbrook as the Vice President, Corporate Development, and will assist with the identification and evaluation of business opportunities as well as the execution of the Company’s business plan. Mr. Charlois has a proven track record of building up organizations and setting up growth strategies and most recently served as President, NAFTA at the HEF Group. His professional background includes 15 years of experience at TRW, where he held the roles of Vice President, Product Planning, Vice President, Business Development, Director, Market and Product Planning, and Director, Sales and Programs. He graduated with a B.Sc. in Mechanical Engineering from the University of Nancy, in Lorraine, France.

As Vice President, Sales for Powered Applications, Rick Meyer will be responsible for leading product sales to wholesale distribution channels in North America, as well as supporting all sales activities. A seasoned veteran of the automotive services sector, Mr. Meyer has more than 35 years experience in sales and marketing, and most recently he served as Senior Vice President, Sales and Marketing at ETX Corporation. Prior to that role, he served as Executive Director of Sales at Monroe Auto Equipment, General Manager at Visteon Corporation, and Executive Vice President, Sales at Excide Corporation. He earned a BS in General Business from Adrian College in Adrian, Michigan.

Sharon O’Leary will lead Fallbrook’s legal and human resource functions as Chief Legal Officer. Ms. O’Leary has a distinguished legal and business career and most recently, served as the General Counsel at Phorm, Inc., where she was responsible for managing the provision of

domestic and international legal counsel and advice to the Board of Directors and senior management. She has held senior level positions at Vonage Holding Corporation, Teletech Holdings, Inc., MediaOne Group, Inc., and US West, Inc. Ms. O'Leary earned a B.A. from Dominican College, and a J.D. from New York Law School.

About Fallbrook Technologies Inc.

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

Fallbrook Technologies has built an extensive portfolio of over 350 patents and patent applications worldwide. More information is available at www.fallbrooktech.com.

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