

Fallbrook Technologies Inc. Establishes Advisory Board for Automotive Product Definition and Development

-- David E. Cole, Chairman Emeritus, Center for Automotive Research, to serve as initial industry member --

(San Diego, Calif. – January 24, 2011) – Fallbrook Technologies Inc., (Fallbrook) a company dedicated to improving the performance and flexibility of transmissions for engine and human-powered devices, today announced that it has established an Automotive Business & Technology Advisory Board (ABTAB) to assist the Company in evaluating product requirements and market opportunities for its NuVinci® DeltaSeries™ products. David Cole, Chairman Emeritus, Center for Automotive Research, is the initial automotive/transportation industry member of the ABTAB, which will include former executives with significant automotive business and technical experience serving as impartial advisors.

Fallbrook recently announced its entry into the automotive market with its *NuVinci* DeltaSeries™, a line of continuously variable accessory drives and primary transmissions that increase fuel efficiency and vehicle performance. Fallbrook launched the *NuVinci* N360™, the second generation of its award-winning continuously variable bicycle drivetrain, this summer. The Company is also developing transmission technologies for electric vehicles, small wind power and lawn care equipment.

"I'm delighted to be part of Fallbrook's advisory board," David Cole stated. "Their *NuVinci* technology is very impressive, particularly the breadth of potential applications and the potential to be manufactured at a reasonable cost. I'm looking forward to helping Fallbrook achieve its objective of making its technology a game changer in a number of arenas."

"It's a real honor to have Dave Cole on our team," said William G. Klehm, Fallbrook's Chairman and Chief Executive Officer. "He's been recognized for his strategic vision, technical knowledge, and marketing expertise, all of which will help us define and build quality products that provide value and meet market needs."

About Fallbrook Technologies Inc.

Fallbrook's *NuVinci* continuously variable planetary (CVP) technology is applicable to 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 375 patents and patent applications worldwide. Fallbrook intends to continue its research and development activities to enhance the performance and capabilities of *NuVinci* technology.

For more information, visit www.fallbrooktech.com

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