



For Immediate Release —

Thin Battery Technologies Is Now Blue Spark Technologies

Name change signals the company's robust expanded line of thin, flexible batteries and growing reach into a broader range of global markets, industries and applications

Cleveland, Ohio, USA — November 4, 2008 — Thin Battery Technologies, the leading supplier of thin, flexible printed battery solutions, recently announced that the company's new name is Blue Spark Technologies – a name that more closely represents the company's expanded solution offerings and broad range of applications.

Commenting on the evolution of the Blue Spark name, Gary Johnson, president and chief executive officer, stated: "In today's movement towards eco-friendly technology, Blue represents the sustainability and earth friendliness that is built into all of our printed battery products. Spark is the innovation that is realized by our customers to invent products never before possible with existing battery technology. Our firm's commitment to 'Powering Innovation' provides the information and technical support necessary to stimulate new product concepts that are unachievable using any other power source technology – and then enables their realization by supporting applications from prototype through high-volume manufacturing."

Johnson continued: "In light of this comprehensive approach to serving our customers with new and exciting battery solutions, we feel this is the right time for the name of our company to embrace this commitment. With our expanded product line, growing business partner network and move toward large-scale production, we believe the name Blue Spark best captures the broad array of services we now offer. As we continue to lead in this marketplace, we are discovering that the potential uses for our printed batteries are virtually limitless."

Matt Ream, Blue Spark's vice president of marketing, adds: "The Blue Spark name and brand aptly expresses the qualities of our printed electronics energy solutions and our corporate vision – new, innovative, practical and eco-friendly. Our goal remains constant, however, which is to continue to help customers design, develop and sell improved products and higher levels of innovation for measurable business benefit."

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True to its tagline – Powering Innovation™ – Blue Spark Technologies continues to drive innovation within its customer base by enabling product design and flexibility not previously possible using existing battery technologies. The firm’s continued innovation in ongoing research and development has made its “green” batteries smaller, thinner and more cost-effective, while enabling companies to reduce their total costs, streamline manufacturing and assembly, and bring products to market faster.

Blue Spark’s printed carbon-zinc batteries have gained traction among OEMs, product design engineers and system integrators in industry applications ranging from food and beverage, pharmaceutical, chemical, healthcare and medical diagnostics, to “smart cards”, radio frequency (RF)-based sensors and RFID tags, interactive packaging, merchandising displays, consumer products and novelty items. Blue Spark has been shipping commercial volumes of product for the past 3 years.

About Blue Spark Technologies

Blue Spark Technologies, Inc. is the leader in developing flexible, printed, “green,” proprietary power source solutions for battery-powered printed electronic systems. The company was founded as Thin Battery Technologies in 2002 with patented technology and technical leadership from Energizer (Eveready Battery Company). Blue Spark customers include manufacturers, product designers, and integrators across multiple industries including: interactive packaging, RFID, pharmaceutical, powered smart cards, and novelty items. Users of products powered by Blue Spark batteries enjoy increased efficiency, greater convenience and portability, improved safety, lower manufacturing and assembly costs, higher profit margins, and greater environmental responsibility. For more information, visit www.bluesparktechnologies.com or call +1 440 249 5400.

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