



MEDIA ADVISORY – FOR IMMEDIATE RELEASE

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Contact:
Katie Gallagher
Gable PR
619-284-1714
katie@gablepr.com

**From Scooters to SUVs: CONNECT's MIT Enterprise Forum
Presents Revolutionary Transmission Technology; Jan. 16**

*Fallbrook Technologies Inc. to display and discuss their Nu Vinci® CVP, a gearless
technology transforming modern transportation*

WHAT: The San Diego MIT Enterprise Forum, a non-profit organization affiliated with local business incubator CONNECT, will host Fallbrook Technologies Inc. CEO William Klehm III to discuss the company's gearless transmission, the NuVinci® CVP, an innovative new continuously variable transmission (CVT). Klehm will present the challenges the product faces in commercialization through its licensing model and in the application strategy.

The NuVinci is an economical and universally adaptable continuously variable planetary (CVP) transmission for human-powered and motor-powered vehicles and machines. Vehicle designers and component manufacturers use the device to improve performance, ride quality and capabilities in existing products. The technology provides smoother acceleration, better engine performance and overall efficiency, and improved cost over conventional transmissions.

WHO: Klehm will present the case for discussion to a distinguished panel moderated by Gary Jacobs, managing director of Jacobs Investment Company LLC. The panel will include: Drew Haygeman, founder and creative director of Phase2Design, Inc., Gad Shaanan of GadShaananDESIGN, Inc., and Les Silver, CEO of Service Repair Solutions, Inc.

WHEN: Wednesday, Jan. 16, 2008.
Networking reception 5:00 p.m. to 6:00 p.m.

Panel discussion 6:00 p.m. to 8:00 p.m.

WHERE: The Salk Institute
Frederic de Hoffman Auditorium
10010 North Torrey Pines Road
La Jolla, CA 92037

VISUALS: Guests are invited to test a number of bicycles using the NuVinci technology during the networking reception.

About San Diego MIT Enterprise Forum

The San Diego MIT Enterprise Forum's mission is to educate entrepreneurs in an informative and entertaining environment in front of a diverse audience of San Diego business leaders and technologists, as well as capital and service providers. The Forum's mission reflects the ideals of the Massachusetts Institute of Technology's founders, who promoted education for practical applications. This history – rich with tradition – has evolved to one rich with innovation.

About CONNECT

CONNECT is a non-profit organization dedicated to creating and sustaining the growth of innovative technology and life science businesses in San Diego. Since 1985, CONNECT has assisted in the formation and development of over 1,200 companies and is widely regarded as the nation's most successful regional program linking inventors and entrepreneurs with the resources they need for success. Its programs include: Springboard, Venture Round Table, Frontiers in Science and Technology, FrameWorks, CEO Strategy Forum and Connect with CONNECT; affiliate programs with The Center for Commercialization of Advanced Technology (CCAT), Tech Coast Angels (TCA), MIT Enterprise Forum (MITEF), and Wireless-Life Sciences Alliance; and its awards and recognition programs, Hall of Fame, and The Most Innovative Products (MIP) Awards.

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

Contact:

CONNECT

Karen Winston

kwinston@connect.org

858.964.1300

Gable PR – 877-251-3888

Tom Gable

tom@gablepr.com

Cell: 619-251-3881

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