

FOR IMMEDIATE RELEASE

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Advanced Battery Concepts, Inventors of GreenSeal™ Bipolar Battery Electrode Technology, Win Three Prestigious Great Lakes Entrepreneur's Quest Awards Totaling \$27,500 in Prize Money

MidMichigan Innovation Center Tenant Demonstrates Model Growth on Road to Success

Midland, MI (June 11, 2009) -- Midland-based Advanced Battery Concepts was a top winner at this year's Great Lakes Entrepreneur's Quest (GLEQ) annual business plan competition, bringing home \$27,500 in prize money, along with strong validation of their business plan and broadened access for support. The awards were given out during the GLEQ award ceremony on Thursday, June 11, 2009, at the James B. Henry Center on the Michigan State University campus.

Advanced Battery Concepts has developed battery electrode technology branded **GreenSeal™** which enables dramatic improvements in battery performance while lowering costs. The introduction of GreenSeal technology in the lead-acid battery market generates significant cost and weight benefits. Additionally, flexibility in packaging combined with the weight savings enables new applications to become feasible for lead-acid batteries. These include electrification of vehicles and on-grid, peak-power management for alternative energy sources (e.g. wind, solar, etc.)

With a first-time entry in the GLEQ Business Plan Competition, Founding Partner of Advanced Battery Concepts, Ed Shaffer expresses satisfaction and excitement, "We did very, very well in the competition, thanks to the support of a lot of individuals and organizations. We are working on GreenSeal prototypes and engaging partners on manufacturing options. I fully expect we'll begin field trials by early 2010, and have sales by 2011."

"It's great to see Michigan money supporting Michigan entrepreneurs," Shaffer concludes.

According to GLEQ Executive Director Diane Durance, Advanced Battery Concepts is the first to win three awards simultaneously in the annual competition's nine-year history. The specific awards Advanced Battery Concepts received were the:

- **New Business Idea (NBI) Award** – With a \$5,000 cash prize
- **Automation Alley Advanced Manufacturing Award** – With a \$12,500 cash prize
- **NextEnergy Alternative Energy Innovation Award** – With a \$10,000 cash prize

Durance continues, "We have held this event for nine years, and Advanced Battery Concepts is the first to receive three awards of such high distinction. It tells us that those who seek and use the support available to Michigan's entrepreneurs are, indeed, reaching greater heights at a faster pace. Ed Shaffer and this team have done an outstanding job and were very deserving of the recognition they received as part of the GLEQ competition."

As a "Virtual Tenant" at MidMichigan Innovation Center (MMIC) and soon-to-be full-time onsite tenants with office space and lab areas, Advanced Battery Concepts has received solid coaching, outstanding networking and leads to funding by being actively connected to MMIC.

MMIC Executive Director Brent Case commends Advanced Battery Concepts, “I see Advanced Battery Concepts as a model for entrepreneurs looking for success. Ed Shaffer and his team have done an outstanding job of finding and using the resources and support available to entrepreneurs and start-ups in Michigan. They’ve been Virtual Tenants here at MMIC for less than a year and have already presented and moved ahead on deal negotiations for support from the BlueWater Angels, entered and achieved the highest level of recognition from the GLEQ, and are already coming on board at MMIC as full tenants with office and lab space. Ed’s ‘coachability’ and responsiveness are key factors in keeping the BlueWater Angels interested in investing, and keeping Advanced Battery Concepts on the road to success.”

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About Advanced Battery Concepts – *Better Batteries, A Better World*

Advanced Battery Concepts, LLC, has developed battery electrode technology, branded GreenSeal™, which enables dramatic improvements in lead-acid battery performance while lowering costs. The improvements over current lead acid technologies include; 1.8 times greater energy, 4 times greater power, projected 10 times longer life, nearly half the weight of competing lead acid batteries, one-third the volume, and a 35% reduction in material cost. Additionally, flexibility in packaging combined with the weight savings enables new applications to become feasible for lead-acid batteries. These include electrification of vehicles and on-grid, peak-power management for alternative energy sources (e.g. wind, solar, etc.) Principles include:

- Dr. Edward O. Shaffer, Founding Partner and Chief Executive Officer
- Mr. William Brecht, Founding Partner and Chief Technical Officer
- Mr. Jerold Zwas, Chief Financial Officer

For more information, contact Dr. Edward Shaffer, at edshaffer2@yahoo.com or (989) 625-0852.

About MidMichigan Innovation Center

The *MidMichigan Innovation Center* is a private, non-profit organization created to provide entrepreneurs and start-up companies a supportive and collaborative environment. MMIC connects entrepreneurs and start-up companies with critical resources, valuable services, flexible facilities, and entrepreneurial training and education that helps develop those business ventures. As an MMIC partner, entrepreneurs and start-up companies receive the support needed to ensure success.

About the Great Lakes Entrepreneur’s Quest (GLEQ)

– *Host of the annual GLEQ Business Plan Competition*

The Great Lakes Entrepreneur’s Quest helps Michigan entrepreneurs grow new economy business ideas into solid, profitable ventures. They link entrepreneurs to a statewide network of community resources, expert advice, quality education, management talent and capital. They prepare businesses to be investment-ready. Twice a year, entrepreneurs compete in GLEQ’s statewide business plan competition to win cash prizes, media exposure and business development services. GLEQ business plan competition winners represent a Who’s Who of Michigan’s technology success stories. Past winners and participants include, Velcura Therapeutics, T/J Technologies, Adaptive Materials, SensiGen Corporation, Accuri Cytometers, Compendia Bioscience, ElectroJet, and Envigia. GLEQ participants have received \$32.1 million in funding from Michigan’s 21st Century Jobs Fund and many millions more in private investment. The next GLEQ Business Plan Competition opens for registration on August 24, with awards to be presented January 21, 2010. For more information, visit www.gleq.org or call (734) 255-3183, Diane Durance, Executive Director.

About Automation Alley

– *Sponsor of the GLEQ “Automation Alley Advanced Manufacturing Innovation Award”*

Automation Alley is a 501(c) 6 non-profit organization that drives growth and economic development through a collaborative culture that focuses on workforce and business development initiatives. Automation Alley attracts the creators and consumers of diverse technologies from a variety of industries around the world. For more information, visit www.automationalley.com

About NextEnergy

– *Sponsor of the GLEQ “NextEnergy Alternative Energy Innovation Award”*

NextEnergy is a 501(c)(3) non-profit organization with a mission to become one of the nation's leading catalysts for renewable energy. By bringing promising technologies to maturity and up to scale in the marketplace, they accelerate the impact and profitability of this increasingly important industry. For more information, visit www.nextenergy.org.

About the BlueWater Angels

BlueWater Angels, LLC, is an angel investment group with a significant amount of capital available to invest in promising companies on an annual basis. Their governing board and officers include representation from multiple Michigan counties.

Membership is based on application, and includes a select group of high net worth individuals and organizations interested in investing capital in promising companies with the expectation of receiving a substantial return on their investment(s). New members must be sponsored by an existing BWA member. For more information, visit www.bluewaterangels.com.

About InMotion Studios

-- Provider of photos from event

InMotion Studios is a commercial video production and photographic company located in Ann Arbor, MI. They specialize in video profiles, industrial tours, and promotional photography. Their work is best described as original, creative, and highly engaging. For more information, visit www.InMotionStudios.net or call (734) 845-1923.

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