

For Immediate Release



GREEN PLUG ANNOUNCES FIRST ADOPTER FOR SMART POWER ADAPTER

PURE to Enable Its Popular Digital Radios with Greentalk™ Capability

SAN RAMON, CALIF. (November 12, 2009) – Green Plug (www.greenplug.us), the first developer of digital technology enabling real-time collaboration between electronic devices and their power sources, today announced that PURE, the world leading digital radio maker, has entered into an agreement to enable its popular radios to accept power from smart power adapters.

Additionally PURE intends to offer an option for customers to purchase a Greentalk™-enabled smart power adapter.

Smart power adapters dynamically adapt to the power requirements of the products that they are connected to and automatically reduce standby and no-load power. Green Plug is a pioneer in the technology that enables this dynamic behavior and automated power shutoff as well as provides a platform for advanced applications including power consumption monitoring.

Said Paul Smith, GM, PURE, “PURE has led the way in environmentally friendly electronics products with its EcoPlus initiative. We believe that as many people now choose our radios for their Eco-friendly technologies as for their stylish design or advanced features. We are delighted to be part of bringing Green Plug’s innovative green power management technologies to PURE users and to further minimize the impact of our products on the environment.”

“We are thrilled with PURE’s decision to make its products capable of accepting power from universal and reusable power adapters and to offer a smart power adapter accessory,” said Frank Paniagua, Jr., CEO of Green Plug. “For quite a while, consumers have urged manufacturers to provide this capability, but many have been reluctant to do so until others were also providing the smart power interface. With the announcement from PURE and others to follow, we anticipate that this common sense solution will soon be available in many popular electronic products.”

Green Plug developed the Greentalk protocol and Greenwire™ interface to dramatically reduce the number of incompatible power adapters that are produced and discarded annually. In addition, the company’s technology reduces the amount of energy wasted when devices are plugged in but don’t need power, and it eliminates the need for having a unique power adapter for every product. Green Plug technology also supports the development of a single power adapter with multiple power connectors for simultaneously powering multiple products. Such a single DC power hub would provide power to multiple electronic products without the need for separate AC-DC power adapters – a green approach that will reduce both home and office clutter, as well as eWaste.

Green Plug is the first green technology company to apply two-way digital communication to convert a universal power source to a device’s specific power requirements. The Greentalk digital protocol enables devices to collaborate with power supplies to dynamically monitor, control and optimize power delivery for changing conditions. Highly efficient, stylish DC power hubs enabled with Green Plug’s GPP chip are able to simultaneously power multiple devices, each with its own specific voltage and power requirements. Green Plug technology minimizes solid waste by allowing consumers to keep their chargers for use with future devices after their current devices have become obsolete.

About PURE

PURE is the world’s leading manufacturer of broadcast and internet-connected digital radios, the number one supplier of digital radios in Europe and the creator of the EVOKE-1S, the world’s most popular and

iconic digital radio. PURE radios increasingly support all the broadcast standards in the DAB family used across all key markets in Europe and beyond. PURE is also leading the way in internet-connected radios based on its Flow technology and the PURE Lounge portal (www.thelounge.com). Designed and engineered in the UK, all of PURE's products are manufactured with the environment in mind and at ethically audited facilities. PURE is a division of Imagination Technologies Group plc. See www.pure.com

About Green Plug

Links: [Facebook](#) [Twitter](#)

[Green Plug](#) is the first developer of digital technology enabling real-time collaboration between electronic devices and their power sources. The company's innovative green power components allow manufacturers to standardize on one universal power connector, exceed all current US and European governmental efficiency regulations, and eliminate environmental waste. Consumer electronics, residential and commercial builders, power tools and power supply manufacturers license Green Plug's embeddable power supply technology to provide universal and safe connections, promote environmentally friendly reuse, make their products more affordable, and generate customer loyalty. Green Plug, headquartered in San Ramon, Calif., is privately held.

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