

PRESS RELEASE:

Attention News, Environment, Motoring and Business Editors

Invitation to attend an event regarding the Future of the Electric Vehicles on 11 March 2010

Unveiling an innovation that will change the face of transport in the UK.

The race to mass adoption of Electric Vehicles will be accelerated with the unveiling of Reuben Power's multi-output fast Charging Points this Thursday 11 March 2010.

At an event at the May Fair Hotel, London, Reuben Power Plc will present its Fast Charging Points to 165 guests including representatives from the three main political parties and Senior Executives from Nissan, Mitsubishi, Renault, Ford, Enterprise Cars, Leading Supermarkets, major construction companies, several UK Councils, Regional Development Agencies, Airport Authorities and Transport for London. Programme attached.

Reuben Vurdien, Chief Executive of Reuben Power said: "We are enabling drivers to significantly reduce their carbon footprint without having to change their lifestyle; just their car."

Reuben Power offers a fully integrated end-to-end solution, from the installation, operation and maintenance of the charging points, to supplying electricity, billing, providing customer services and driver support.

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Notes to editors

Some Useful Facts:

- An electric car run on conventional electricity from a coal-fired generator produces a third of the emissions of a conventional petrol car (64g of CO₂ per km compared to 176g CO₂ per km) and just over half the emissions of a diesel or hybrid car (104g CO₂/km)
- Whilst an Arup and Cenex report for BERR and the DfT states up to 40% emission reduction per vehicle can be achieved through the use of an EV, a figure that will rise as the grid gets greener
- The average EV travels 60 miles per charge, whilst the average commute by car is 17 miles. 25% of all journeys made in the UK are less than two miles
- Electric motoring costs on average just 11p per mile
- Based on an average of 10,000 miles per annum, an EV could save you £800 a year on fuel, £300 in car tax, up to £2,000 from congestion charges and free parking in London
- UK Govt. is backing the EV and PHEV roll out by offering grants of up to £5000 to consumers.

Reuben Power plc

Reuben Power was founded in 2006 by Reuben Vurdien. In early 2009 Reuben Power set a new vision and business objective; to be the driving force and world leader in EV charging infrastructure. Led by a team of seasoned industry professionals, we are breaking the 'chicken and the egg' conundrum of which comes first - mass electric vehicle ownership or fast and effective recharging infrastructure.

Using the latest proven technology and as one of only a few licensed electricity suppliers in the UK we are perfectly placed to manage every facet of the EV infrastructure from design, through to installation, electricity supply and customer service.

Reuben Power will be a world leader in electric vehicle (EV) charging infrastructure by being the force behind the creation an enduring network, through a partnership based business model