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P-21 Becomes the First Gold Sponsor of the Fuel Cells and Hydrogen Economy Event in Dubai, UAE

Michigan, USA and London, England, August 29, 2005 - The Middle East Forum on Fuel Cells and Hydrogen Economy (MEFH - USA) and Fuel Cell Markets (FCM - UK) are very pleased to announce today that P 21 will be a gold level sponsor for the first annual fuel cells and hydrogen economy event in the Middle East. P 21 CEO, **Mr. Dieter Braechtken**, will speak in the conference about P21 fuel cell technology and its vital applications in the Middle East, particularly where interrupted power supply is unaffordable. The conference will take place in Dubai, UAE, from Dec. 6-7, 2005; the title is "Middle East and Hydrogen Technology: Opportunities and Challenges."

"A technology adoption should happen in countries who are early adopters in the technology field and want to have an immense competitive advantage over other regions," comments Mr. Braechtken. "Batteries are not the best solution for the Middle East as a result of climatic terms, we can deliver a technology to save money and to protect the environment."

"MEFH and FCM are very pleased to welcome P 21 as both a speaker at the event and as a Gold Sponsor," said **Heston Harper**, Managing Director of Fuel Cell Markets Ltd. "Like all of the fuel cell companies invited to speak at the event, P 21 is a market leader. They are a fuel cell manufacturer that has products ready to sell off-the-shelf for an application whose commerciality has already breached the watershed. P 21's attendance and sponsorship will play an important role in demonstrating to those visiting the event that the time for fuel cells is not 2010, 2015 or 2020, but today, here and now."

"P 21, which stands for *Power for the 21st Century*, is truly a leading fuel cell company in Europe and world wide. We are very excited to have P 21 as a gold sponsor to the event and we are also thrilled to have Mr. Braechtken as a speaker," said **Dr. Homam Albaroudi**, managing director of MEFH. "We have no doubt that this conference will be the most important event in the fuel cells and hydrogen industry this year."

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