



## **PHOTO AVAILABLE: Enerpulse Charges Up Marketing With New Hire**

*Marketing Manager ignites international interest in Pulstar Pulse Plugs*

For Immediate Release

ALBUQUERQUE, N.M./EWORLDWIRE/May 2, 2008 --- Natalie Carter has joined the team at the clean- tech firm, Enerpulse, Inc. Natalie will serve as the Marketing Manager for Enerpulse, Inc. handling all advertising, public relations and media campaigns. She will also be responsible for conducting domestic and international market research for the company. Ms. Carter has 15 years of direct experience in broadcasting, marketing, advertising and public relations.

"I was personally attracted by the international, consumer and environmental implications of marketing such an innovative and practical technology," stated new Marketing Manager, Natalie Carter, who rounds out the team of marketing professionals at Enerpulse, Inc.

"Natalie has already been instrumental in developing a multimedia advertising campaign aimed at increasing awareness and sales of Pulstar pulse plugs in North America and Europe", said Daniel Parker, CEO of Enerpulse, Inc.

Not your grandfathers spark plugs

Pulstar pulse plugs are the first real breakthrough in spark plug technology in over 120 years. They look and fit like spark plugs but are 10 times more powerful. A simple install can result in increased horsepower, torque and fuel economy for your vehicle. See '<http://www.pulstarplug.com/howtheywork.html>'.

Enerpulse, Inc., a privately held company headquartered in Albuquerque, N.M., was founded in 1996. The company develops environmentally friendly ignition products through the application of pulsed power technology. For more information, visit '<http://www.pulstar.com>'.

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**SOURCE:** Enerpulse Inc.

**AVAILABLE MEDIA:** Photo: Natalie Carter (size: 4.0 k)  
Enerpulse Marketing Manager  
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