

**Bioflow launches into Golf Market
and
Gavin Hastings, Scottish Rugby legend, endorses Explorer 2 Black wristband**

The Board of Ecoflow, the world's leading manufacturer of the Bioflow® magnotherapy credited Class 1 medical devices, announces today a move into the US \$3.9 billion golf market.

The Company also announces a product endorsement by Gavin Hastings, OBE, the former Scottish rugby captain. The Company's range of products, which are designed primarily to aid healing, alleviate pain and improve circulation in humans and animals, and to provide fuel savings in the transportation market, are available online at www.ecoflow.com

Key Points

- Bioflow® products recognised to alleviate pain relief and accelerate natural healing process
- Endorsement by international rugby legend, Gavin Hastings
- Market size for the worldwide golf industry estimated at US \$3.9 billion
- Sales and marketing drive to distribute magnotherapy products into other new markets

Corporate strategy

Ecoflow was established in 1991 as a developer and distributor of magnetic fuel-saving devices for vehicles. Magnetic fuel conditioners are designed to condition petrol or diesel prior to combustion to help increase power, save fuel and reduce emissions. Fuel that is conditioned by a strong magnetic force can carry more energy and mixes more readily with air resulting in a more complete combustion which in turn may reduce fuel consumption.

In 1995, the Company launched the Bioflow® brand with a view to capitalise on the established and recognised human therapeutic applications of magnetic fields. Ecoflow is recognised to be one of the world's leading suppliers of magnetic wrist products, with over one million customers. The use of magnets in the Health & Wellbeing market ("magnetic therapy" or "magnotherapy") has been used for centuries by humans and animals to aid healing, alleviate pain, improve circulation and help with many other conditions including arthritis, sports injuries, poor circulation, high blood pressure, skin complaints, fatigue syndrome and general aches and pains. An estimated 140 million people use magnetic therapy to relieve pain, improve circulation, reduce swelling, minimize stiffness, and increase overall performance.

Endorsement by former rugby champion Gavin Hastings

The Board is delighted to announce the endorsement of the Company's Bioflow® brand by international rugby legend and former captain of Scotland and The British & Irish Lions, Gavin Hastings OBE. Gavin was previously the all time record points scorer for Scotland. He won 61 caps for his country, captaining the national team 20 times. He captained The British & Irish Lions during the 1993 tour to New Zealand. He also captained Cambridge University in the 1985 Varsity match. He was inducted into the International Rugby hall of Fame in 2003. In addition to a thriving career in national and international rugby, Gavin is a 5 handicap golfer. Gavin played in the 2009 Alfred Dunhill Links Championship, alongside big name sporting and acting celebrities including Hugh Grant, Sir Ian Botham, Michael Vaughan, Sir Matthew Pinsent, Tim Henman and Sir Bobby Charlton. The event is taking place again this October at the famous St Andrews course - www.alfreddunhilllinks.com.

Back pain is extremely common, and about eight in 10 people in the UK are affected at some time in their lives. Gavin, who suffers from acute back pain will be wearing and endorsing Ecoflow's 'Explorer 2 Black' wristband, at tournaments and other public appearances this year. The Board views Gavin's endorsement as wholly credible and sees considerable opportunity to provide the wider Bioflow® suite of products into the worldwide golfing market, through further involvements with professional golfers around the world. Commenting, Gavin Hastings, said: "Wearing the Bioflow® wristband has helped me recover from a recent back injury and has allowed me to resume golfing much earlier than I had expected. I have been impressed by the general health benefits of the wristband, which also looks great on. I am delighted to be working with the Bioflow® team to help introduce the exciting and fantastic looking product range into the golf market."

Within the last 5 years, the golf industry has seen a significant growth of 5-15% annually in various regions of the world. According to a recent market study 'Opportunities in the Global Golf Club Market 2004-2009' published by E-Composites, Inc., the golf club market in India and China will see a growth rate of over 25% annually for the next 5 years. The market size for the worldwide Golf club manufacturing industry is estimated at US \$3.9 billion.

Commenting on today's news, Ecoflow's Managing Director Richard Corsie, MBE, said: "We are pleased with the milestones achieved by the Company in developing a truly comprehensive range of health and wellbeing magnotherapy and nutritional products. The market in which we operate offers immense opportunity to scale a brand that has clear medical benefits. In conjunction with Gavin's endorsement of the Bioflow® brand, we look forward to rolling out our new range of products into the golfing marketplace - adding to Ecoflow's brand existence in the Animal Health, Human Nutrition and Transportation sectors".