

SQUIGGLE Motor Takes "Ultimate Product of the Year" Honors for IP&E at 2007 EE Times ACE Awards

VICTOR, NY – April 11, 2007 – New Scale Technologies' patented piezoelectric SQUIGGLE motor took top honors as the "Ultimate Product of the Year" for IP&E at the 2007 EE Times Annual Creativity in Electronics (ACE) Awards April 3 in San Jose, CA. The SQUIGGLE motor - the world's smallest linear motor – edged out products from seven other finalists including Sharp Microelectronics, Tyco, Micron Technology, Samsung and Cree in the interconnects, packaging and electromechanical (IP&E) product category.

Honors were presented at the EE Times ACE Awards Gala at the Embedded Systems Conference Silicon Valley, the largest electronic systems design event in North America.

"New Scale overtook multiple, billion-dollar companies and world-class technologists to win this award," said New Scale co-CEO Ted Franceschi. "This is an outstanding achievement that demonstrates the SQUIGGLE motor's appeal among engineers and expands our visibility into many global markets."

The Ultimate Products of the Year are the most significant products introduced in the last 12 months as determined by large-scale peer review. Finalists in each of seven product categories are chosen by selected, qualified readers of EE Times and eeProductCenter.com via electronic balloting each quarter. More than 1,000 engineers participate in the voting process to determine the winners.

"New Scale Technologies' SQUIGGLE motor received the Ultimate Product of the Year for IP&E because its small size and resolution are incredible," said Brian Fuller, editor in chief of *EE Times*. "Nanotechnology development is the next frontier in medical, space exploration and other fields."

The EE Times ACE Awards were created to recognize the people, companies and products that show leadership in the electronics industry, honoring those who are leading the way and making positive contributions -- the real innovators of technology. Finalists were evaluated by a prestigious panel of judges, comprised of the leading voices of academia, industry and Wall Street executives. For more information, visit <http://www.eetimes.com/ace>.

About New Scale Technologies, Inc.

New Scale Technologies, Inc. (www.newscaletech.com) makes miniature ceramic motors that enable smaller products and research tools. With very few parts and no gears, our patented piezoelectric SQUIGGLE motors are smaller, more precise, less expensive and more efficient than conventional electromagnetic motors. SQUIGGLE motors also operate reliably in extreme environments such as vacuum, cryogenic temperatures and high magnetic fields. The SQUIGGLE motor consists of piezoelectric ceramics that create ultrasonic vibrations in threaded nut, causing a mating screw to rotate and translate with precise linear movement and high force in a very small space. A key market is for 'focus and zoom' optics in mobile phone cameras -- an emerging market for one billion tiny motors per year. Other SQUIGGLE motor applications include biotechnology and nanotechnology research, microfluidics, lab-on-a-chip systems, medical devices including miniature drug pumps and endoscopes, optics and imaging, lasers, aerospace and defense, cryogenic instruments, electronic locks, intelligent fasteners, automotive components, smart clothing and bar code scanners.

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