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8/16/2010 Corvus Energy Names North American Sales Representative

Corvus Energy, developer of a lithium-ion battery technology for transportation, marine and heavy power storage applications, has named Bill Farrell as its sales representative for the North American trucking industry.

Corvus Energy's proprietary lithium-ion battery design delivers energy density in a small, lightweight package with an extensive lifespan. The technology is currently being integrated into systems that can eliminate long duration idling altogether and last the lifespan of the vehicle.

Farrell's experience in the trucking industry includes forming Pacific Solutions LLC in January 2000 with a focus on consulting, product development and sales to the trucking, marine and RV markets. Notably, he played a key roll in developing a line of inverters, inverter/chargers and other electronic products and accessories that are designed from the ground up to meet trucking industry standards. The products he developed are now installed by several truck OEMs, systems integrators and aftermarket companies to support battery-based and hybrid technologies.

Prior to forming PSLLC, Farrell was president and a principle of Hearth Trends Inc., a manufacturer of hearth products. Before joining Hearth Trends, Farrell was president of Husqvarna Forest and Garden, a division of AB Electrolux, and was responsible for all North American operations. Farrell also served as director of corporate marketing for Outboard Marine Corporation, responsible for all marketing activities for 16 boat lines and three engine lines. He has served on the boards of five corporations as well as four industry boards.

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