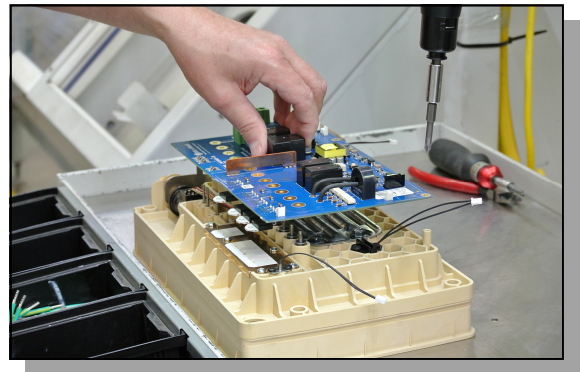


AUSTRALIAN MADE SUSTAINABLE TECHNOLOGY: DIRECT ENERGY TRANSFER

MicroHeat Technologies Pty Ltd is an Australian private company focusing on the development of advanced fluid heating technology applications.

MicroHeat's "Direct Energy Transfer" heating technology has been applied to power a completely new generation of highly advanced water-heating products that are both energy- and water-efficient. The hot water appliances are on-demand, continuous-flow, electric water heaters typically small enough to be installed at the point of use.



The technology platform is considered to be a true paradigm shift in water heating solutions – setting new benchmarks in energy efficiency, water efficiency and stable water temperature control.

MicroHeat's Series 1 & 2 Continuous Flow Electric Water Heaters are manufactured in Australia in conjunction with MicroHeat's Manufacturing Partner, Futuris Automotive Australia, and use the Australian Made logo to promote that fact.

"The Australian Made logo provides an important aspect in the way we differentiate and promote MicroHeat Technologies. It clearly shows that the products are proudly made in Australia, which we find is a great selling feature in terms of the perceived quality and reliability," says MicroHeat Technologies' CEO, Phil Pryor.

"We believe that we are the only Australian manufacturer of continuous flow electric water heaters and I have no doubt consumers and our distributors take more notice – and place greater emphasis on this fact – during the decision-making process for considering purchase of the units," he said.

"We are very proud that our technology has been created, developed, designed and is being manufactured in Australia. The Australian Made Campaign supports our local & export strategy by reinforcing that Australian made products are produced to a very high quality, have high safety standards and can be relied upon for years."

To find out more about MicroHeat visit www.microheat.com.au.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The Australian Made, Australian Grown (AMAG) logo is a registered certification trademark and can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 1700 businesses are registered to use the AMAG logo, which can be found on more than 10,000 products sold here and around the world.