

Fallbrook Technologies Inc. Selects Jack Brandsen to Lead European Sales and Marketing.

– Experienced manager to oversee rapidly growing market for breakthrough NuVinci® drivetrain –

(San Diego, Calif., November 13, 2008) – Fallbrook Technologies Inc. (Fallbrook), a pioneering technology company dedicated to improving the performance and flexibility of transmissions for bicycles, light electric vehicles (LEVs) and other devices, announced today the appointment of Jacobus “Jack” Brandsen as director of European business development.

Brandsen will lead Fallbrook’s sales and marketing efforts throughout Europe, where the market demand for the *NuVinci* continuously variable planetary (CVP) transmission is growing steadily – particularly in the bicycle and light electric vehicle (LEV) industries. Brandsen will be based in Amsterdam, The Netherlands.

Brandsen has more than 20 years of sales and business management experience in several industries. Prior to joining Fallbrook, Jack managed a cash management sales group and developed large international cash management solutions for several multinational companies. He holds a degree in Higher Business Economics from the Hogeschool van Amsterdam, The Netherlands.

“We’re delighted to have Jack Brandsen on our team,” said Alan M. Nordin, Fallbrook’s vice president of sales and business development. “Our market in Europe is very important to us and expanding rapidly. We’re offering manufacturers some innovative new programs to help grow their business by bringing *NuVinci*-equipped vehicles to market and expanding their sales. Jack is uniquely qualified to introduce and support these programs.”

With environmental concerns, and the cost and availability of fossil fuels an increasing challenge, consumers are searching for vehicles that offer a genuine alternative to gasoline-powered transportation. Unfortunately, limitations on speed, range and hill climbing capability have, until now, kept these vehicles from achieving practical, real-world performance and mainstream acceptance. The *NuVinci* CVP addresses these limitations. It is affordable, advanced technology that improves performance by keeping the vehicle’s engine - gas, electric or human – working in its optimal range.

The *NuVinci* CVP uses a set of rotating and tilting balls positioned between the input and output components of a transmission that tilt to vary the speed of the transmission. Tilting the balls changes their contact diameters and varies the speed ratio. *NuVinci* technology is the most practical, economical and universally adaptable continuously variable transmission (CVT) for human-powered and motor-powered vehicles and machines. Other commercial implementations are in various stages of development.

In 2007 – its first full year on the market – *NuVinci* technology won several major awards, including the prestigious R&D 100 Award as one of the year’s most technologically significant products. It also won the Netherlands’ Technology of the Year Award. Bicycles equipped with *NuVinci* drivetrains won the *Popular Science* Best of What’s New award and 2007 Bike of the Year in The Netherlands. In September 2008, the *NuVinci* drivetrain was given the prestigious iF Design EUROBIKE Gold 2008 Award at the EUROBIKE show, one of the largest international trade shows for the bike industry.

About Fallbrook Technologies Inc.

Fallbrook Technologies Inc. (Fallbrook) is a technology company dedicated to improving the performance and flexibility of transmissions for vehicles and equipment. Fallbrook’s revolutionary NuVinci® continuously variable planetary (CVP) technology is applicable to virtually any machines that use a transmission such as bicycles, light electric vehicles, automobiles, agricultural equipment, and wind turbines, among others. *NuVinci* technology offers companies the flexibility to design and produce next- generation products that are better tailored to their unique business, market and competitive requirements.

Fallbrook has built an extensive portfolio of over 300 patents and patent applications worldwide. Fallbrook’s vigorous research and development activities will continue to enhance the performance and capabilities of *NuVinci* technology. To learn more about Fallbrook and its *NuVinci* technology, please visit www.fallbrooktech.com.

For a complete Fallbrook press kit and company/technology backgrounder, click on the link below.