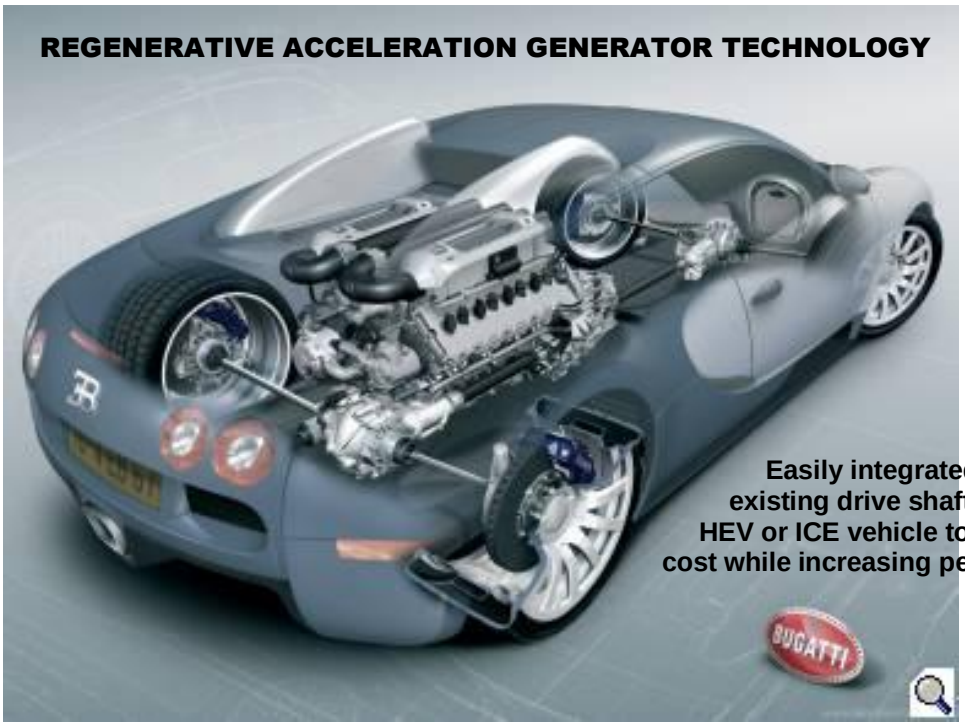
POTENTIAL +/- DIFFERENCE INC.



Background of Potential Difference Inc.

PDI is a Clean-Tech/Energy R & D company which was founded by Thane Heins and incorporated in 2005. Initial PDI research began as flywheel energy storage in collaboration with Dr. Paul Allarie at the University of Virginia's Rotating Machines and Control's Laboratory (ROMAC). PDI was invited to move its research into a satellite lab at the University of Ottawa in 2008 following a successful technology demonstration at MIT. PDI's technologies were further developed and refined under the supervision of Dr. Riadh Habash in Ottawa University's power lab.

PDI R & D Products and areas of Business Technology Activity

In 2005 PDI began as a UPS/Flywheel energy storage development company due its development of a Conical Magnetic Bearing Design which is now being licensed by NASA.

PDI's area of focus shifted in 2007 with the development of Regenerative Acceleration Generator Technology (RM).

Regenerative Acceleration Generator Technology (RM)

Regenerative Acceleration Generator Technology represents major breakthrough in EV and HEV design which will now allows all EVs to continually recharge their batteries and may ultimately provide unlimited range and eliminating the need for plug in recharging.

Regenerative Acceleration Generator Technology has the unique ability to reverse the regenerative braking paradigm often employed in EVs to recharge the batteries while decelerating the vehicle. This is accomplished by reversing the polarity of the induced magnetic fields inside the generator.

RM technology can be integrated into existing EV, HEV and ICE vehicle platforms or it can be developed as a standalone motor/generator solution.

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CHRYSLER ELECTRIFIED POWERTRAINS

- The technology looks really interesting and is revolutionary. I would like to learn more about the technology. Is it possible to organize a demo or a lecture in the USA?"

GENERAL MOTORS

- "This sounds interesting. I'd like you to connect with our Fuel Economy Learning Program manager, to schedule a time for you to come in and share the technology with us. We need to know more about the Physics behind it".

"I have talked with my colleagues in GM US about your solution for vehicles. So, we would like more details about fuel economy and emissions regarding it. Do you have any company that use this approach in vehicles? I am open for discussion".

MERCEDES-BENZ

- "It would be fitting for the inventor of the automobile to be first with your revolutionary technology and for me to play a role in that would be awesome!"

NISSAN Japan

- "Thanks for providing technical information. If the effect of your invention is really true, I am sure there will be strong needs in the market.

How can you prove this on an actual electric vehicle, for example by making a prototype using our Nissan Leaf? I would like to discuss your business model and financial requirements, investment needs, business plan."

EV WORLD
Mike Brace, EV World Tech Editor

- "When we finally understand what Thane Heins has discovered, we likely will have to rewrite the laws of electromagnetism." http://evworld.com/article.cfm?storyid=1890

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NASA
Erik Clark NASA-Goddard Space Flight Center

- "The magnetics lab here at Goddard expressed some interest in having you come down to do a colloquium"

US AIR FORCE
Omar Mendoza, Program Manager Energy & Environmental Quality Air Force Research Laboratory Wright Patterson

- "We really are more interested in developing its use and application for military power requirements"

CANADIAN SPACE AGENCY
Gilles Leclerc, Canadian Space Agency Space Technologies

- "I have asked Mr. Gilles Brassard, A/Director, Spacecraft Payload here at the Canadian Space Agency to look at your technologies and to visit your laboratory"

ELECTRIC MOBILITY CANADA
Mike Elwood, Chairman Electric Mobility Canada and Vice President of Azure Dynamics

"This is a freakin game changer!"

ELECTRIC MOBILITY CANADA
Al Cormier, Executive Director Electric Mobility Canada

- "I am writing to ask you to submit what you feel would be an appropriate document to describe your regenerative acceleration technology for circulation to our Committee members"

OTTAWA UNIVERSITY
Dr. Habash, University of Ottawa

- "Of course it accelerates... this represents several new chapters in physics, that is why we are consulting MIT"

UNIVERSITY OF TORONTO
Dr. Stanley Townsend, University of Toronto & Former Managing Editor of the Canadian Journal of Physics

- "Thane, Your Press Release was most interesting to me as a physicist & an engineer. The level of technical detail was adequate to tell me that you probably have made a very significant advance in applied physics & in safely & successfully handling a new source of electric power. Congratulations!"

MIT
Dr. Marcus Zahn

- "It works and it is not something I would have expected, now I am just trying to figure it out"

RUSSIAN ACADEMY OF SCIENCE
Dr. Evstigneev N.M., Institute for System Analysis, Russian Academy of Science

- " A number of your experiments are not lying in the field of Maxwellian electrodynamics"

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UNIVERSITY OF CONCORDIA
Professor Joseph Shin, Concordia University

- "This is absolutely fascinating stuff you are doing"

ROCKY MOUNTAIN INSTITUTE
Mike Simpson, Transportation Analyst Rocky Mountain Institute

- "You seem to have made an interesting discovery. Our internal physics experts review this information and have determined that it is very interesting work"

PROFESSIONAL ENGINEERS OF ONTARIO
Donald Wallace, Executive Director Ontario Centre for Engineering and Public Policy

- "Would you be willing to contribute an article on this technology to the Journal for Engineering and Public Policy?"

CANADIAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE
David Mann, Canadian Association for the Advancement of Science

- "If possible would like to meet with you to discuss your approach to the Association and of course to get a better feel about the physics behind your invention. I would still like to see what you are doing and perhaps we can include some of your material on our website newsletter?"