



## **Princeton Power Systems' CEO Honored as Outstanding Entrepreneur by Red Herring Magazine**

### ***August Issue Recognizes "20 Outstanding Entrepreneurs Under 35"***

PRINCETON, NJ, August 2005 – Darren Hammell, President & CEO of Princeton Power Systems, a developer of AC-link™ and M-link™ technology for advanced electrical power conversion and conditioning, was included in an article on "20 Outstanding Entrepreneurs Under 35" in the August 29<sup>th</sup> issue of Red Herring Magazine, based in Belmont, California. Other entrepreneurs, including the creator of Napster and Audiogalaxy, are honored in the same issue.

"It is an honor and privilege to be recognized in the same forum as the other well-respected, successful people and businesses in Red Herring," noted Mr. Hammell. "We work hard at Princeton Power to make the best products and solutions, and to maintain the entrepreneurial environment that we started with." Princeton Power develops advanced power converters for industries including industrial energy efficiency and motor control, advanced military applications, and alternative energy including windpower and solar power. Princeton Power's products are based on patented technologies and provide efficiency and performance gains over competitors.

#### **About Princeton Power Systems**

Princeton Power Systems is developing advanced power conversion technologies, including AC-link™, a patented control method that provides a more reliable and cost-effective means for converting electric power cleanly and efficiently. This technology is used in the industrial motor control, renewable electricity and distributed power generation markets, and reduces industrial energy consumption, lowers peak electric usage, and provides clean, renewable energy sources with better performance than existing power conversion technologies.

Princeton Power's core products include motor controllers and grid-tied solar inverters. PPS' products use simpler, more reliable components and incorporate advanced algorithms for controlling various aspects of the electric power, which allows the use of less- complex, less expensive hardware to achieve precision power control. This makes devices rugged, reliable and cost-effective, and yields high-quality power.

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