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Toyota Tsusho Brings Fuel Cells to Multiple Applications in Japan Through Exclusive Agreement with Oorja Protonics

Toyota Tsusho and Oorja aim for wide commercial adoption of fuel cells to help solve energy and transportation challenges in Japan

Tokyo - Feb. 24, 2014 - Toyota Tsusho, the trading arm of Toyota Group with \$71 billion in revenue, 48,000 employees, 150 offices and 900 global subsidiaries, today signed an agreement with Oorja Protonics, the world leader in liquid Methanol fuel cell technology, to serve as the exclusive distributor of the Oorja Direct Methanol Fuel Cell (DMFC) in Japan. Toyota Tsusho will introduce the OorjaPac family of fuel cell products in several large markets in Japan with the intent of providing a safe, economical and clean power solution for critical energy and transportation uses in Japan.

It is expected that the OorjaPac fuel cell, which ensures secure, cost-effective power without the safety and environmental risks of natural gas and diesel, will provide a market catalyst that will support Japan's path to achieving economic leadership through renewable energy. Through its groundbreaking partnership with Oorja, Toyota Tsusho opens a new era of affordable fuel cells for the market.

"Global markets have long waited for an economical, advanced technology breakthrough in fuel cells to provide better on-site power and obviate the need for dirty and inefficient diesel generators," said Mr. Takahiro Sugitani of Toyota Tsusho. "In Japan, where the market is on a path to recovery and growing beyond recent economic and disaster-related challenges, the OorjaPac provides a power upgrade for any customer seeking safer, lower-cost energy and transportation fixes."

Oorja fuel cells are powered by a safe, abundant and economical liquid chemical, methanol. Methanol is a common industrial chemical that is widely available around the world. Methanol has the added advantage of being created locally anywhere in the world using sources such as Municipal Solid Waste (MSW) and Carbon Dioxide thus establishing energy security and independence. Unlike other fuel cell technology based on different fuel sources, minimal infrastructure support is needed to supply the Oorja fuel cells with methanol. Effective immediately in the Japanese market, Toyota Tsusho will distribute the OorjaPac family of products which includes fuel cells ranging in power from 1 to 5 kilowatts.

"Oorja's Direct Methanol Fuel Cells are the only viable energy alternative with both an economic and environmental advantage for off-grid applications," said Dr. Sanjiv Malhotra, CEO and president of Oorja. "Japan is the latest of several new global markets Oorja is expanding into this year, after establishing a foothold in the U.S. and Mexico with several Fortune 50 customers. Our relationship with the Toyota Tsusho powerhouse in particular strengthens our position in other attractive Asian markets."

Telecommunications

The compact, self-contained OorjaPac ensures an uninterrupted power supply for telecommunication towers. Unlike other fuel cell technology, the OorjaPac has a quick start time, allowing it to act as an immediate backup power supply, capable of replacing diesel generator systems. The OorjaPac requires minimal retrofitting and offers fast return on investment.

Refrigerated Trucking

The OorjaPac acts as an onboard power system for truck refrigeration units. To keep the refrigeration unit running while the truck is stopped, many refrigerated trucks currently in use are required to idle the engine. Prolonged idling is noisy, bad for the environment and expensive. Powering a refrigeration unit with an OorjaPac fuel cell greatly reduces emissions and provides a strong economic payback by eliminating wasteful fuel consumption.

About Toyota Tsusho

Toyota Tsusho is one of Japan's largest trading companies. The business of a general trading company is difficult to define, with a model not found anywhere else in the world. We provide information services, logistics, financing, risk management and other functions for import/export and domestic trading businesses. These functions add value to our products and services consistent with the needs of customers. Business investment is another core business model used by trading companies. We engage in development and investing that extends beyond simple commercial transactions. We are accelerating our investment in promising business fields and markets, in collaboration with our partners around the world. For more information, visit: <http://www.toyota-tsusho.com/english/>

About Oorja Protonics

Oorja is the world leader in liquid fuel cell technology for the material handling and telecommunication tower industries. Oorja fuel cells utilize a common, abundant and readily-available liquid fuel, methanol. The company's patented technology provides a high-power solution for multiple applications, allowing customers to lower operating costs while reducing greenhouse gas emissions. The company is headquartered in Fremont, Calif. For more information, visit: www.oorjafuelcells.com



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