

## Representative Vell Placement

### **ROBERT BUCHER** **CHIEF EXECUTIVE OFFICER**



MISSISSAUGA, ON, Sept. 22 /PRNewswire-FirstCall/ Hy-Drive Technologies Ltd. Executive Chairman of the Board, Daniel R. Doucette, is excited to announce the appointment of Robert Bucher as President & Chief Executive Officer effective September 27, 2010.

Mr. Bucher comes to Hy-Drive with a substantial amount of public CEO and growth-stage company experience, having previously been the CEO of three publicly-listed TSX and NASDAQ companies - Adept Technology, Norsat International, and Sustainable Energy Technologies. Each of these companies grew sales and technology, improved profitability, raised growth financing as required, and delivered substantial value to investors under Mr. Bucher's leadership.

Mr. Bucher brings more than 24 years of executive level experience with major US and Canadian technology companies, including leadership positions at Measurex and Honeywell, each a global leader in systems and products for industrial sectors, including energy and utilities, process and capital goods manufacturing. Over his career, Mr. Bucher has successfully grown annual revenues in excess of \$240 million.

"With his extensive expertise in new product launches and growth of technology businesses, Rob will make an immediate contribution to the advancement and further commercialization of Hy-Drive's Hydrogen Generating System ("HGS(TM)")," stated Dan Doucette, Executive Chairman. "In addition, Rob's experience with start-ups, corporate turnarounds, mergers and acquisitions and financing will substantially enhance the leadership of our existing Management team."

"I am excited to be joining the Hy-Drive team as President & CEO at this pivotal time in its history. The company has developed a proven leading edge control system for the injection and management of hydrogen in engines in order to improve fuel economy and reduce undesirable emissions. The opportunity to accelerate its commercialization and create substantial expansion of its unique technology in such a timely and relevant sector will be gratifying in many ways," stated Mr. Bucher.

Mr. Bucher holds a BS degree in Engineering Physics and Biomedical Engineering and graduated from the University of Guelph, Canada. He has also completed an executive business program at Stanford University Graduate School of Business.

### **About Hy-Drive**

Hy-Drive is a technology firm that has developed a proprietary, patented hydrogen generating system. Hy-Drive's Hydrogen Generating System ("HGS(TM)") generates and injects hydrogen gas into a regular internal combustion engine, enhancing the combustion process by allowing fuel to burn more efficiently and completely. For more information, please visit [www.hy-drive.com](http://www.hy-drive.com).