



CERAMIC FUEL CELLS LIMITED
Clean power for your home

Harvey Norman
COMMERCIAL DIVISION

19 July 2010

Harvey Norman to sell BlueGen Gas-to-Electricity Generators

Ceramic Fuel Cells Limited (AIM/ASX: CFU) – a leading developer of high efficiency and low emission electricity generation units for homes and other buildings – today announced that it has appointed one of Australia’s leading and most progressive retailers, Harvey Norman, to distribute the company’s BlueGen gas-to-electricity generators through the Harvey Norman commercial division franchisee.

Harvey Norman’s Commercial Division will be a non-exclusive distributor of BlueGen units, initially in New South Wales and the ACT. The Harvey Norman Commercial Division sells a wide range of home products including solar hot water and solar power systems to commercial customers such as architects, home builders and tradespeople.

Harvey Norman’s Commercial Division will sell BlueGen units to its commercial clients and other foundation customers such as utilities and Government bodies. Initially BlueGen units will not be sold through the Harvey Norman ‘retail’ stores, however the long-term plan is to leverage the extended reach of the entire Harvey Norman retail stores to the consumer market.

The appointment of Harvey Norman Commercial Division as a BlueGen distributor is in addition to the appointment last year of green retailer Neco in Melbourne.

“We are very excited to have one of Australia’s largest retailers selling BlueGen,” said Ceramic Fuel Cells Managing Director Brendan Dow. We are excited by both Harvey Norman’s huge retailing reach and their enthusiasm for our product. The appointment of Harvey Norman represents a massive opportunity for BlueGen in New South Wales and ACT.”

The Harvey Norman Commercial Division is the largest Harvey Norman commercial division franchise, servicing most of New South Wales and the ACT’s largest construction and home builder clients. Importantly, they have a dedicated division selling solar hot water, air conditioning and solar energy systems to commercial and retail markets.

About the size of a dishwasher, BlueGen units use patented fuel cell technology to convert natural gas into electricity with very high efficiency. Over a year, each BlueGen can produce twice the electricity needed to power an average home, with the excess power exported to the power grid. BlueGen also produces enough heat to meet the average home’s daily needs for hot water.

Ceramic Fuel Cells recently announced that a report by CSIRO has confirmed the significant carbon savings from BlueGen units. In its report – *Desktop Greenhouse Gas Emission Comparison of the BlueGen Fuel Cell Unit with Other Means of Providing Electricity and Heat to Australian Homes*, prepared by Peter Campbell – CSIRO determined that in New South Wales a 2-kilowatt BlueGen unit, when operating continuously, can save between nine and 25 tonnes of carbon emissions a year compared to grid power and an electric hot water system. A copy of the CSIRO report is available at www.cfcl.com.au.

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About Ceramic Fuel Cells Limited

Ceramic Fuel Cells Limited is a world leader in developing fuel cell technology to provide highly efficient and low-emission electricity from widely available natural gas. Ceramic Fuel Cells is developing fully integrated power and heating products with leading energy companies E.ON UK in the United Kingdom, GdF Suez in France and EWE in Germany. The company has sold BlueGen units to major utilities and other foundation customers in Germany, the United Kingdom, Switzerland, The Netherlands, Japan and Australia.

Ceramic Fuel Cells is listed on the London Stock Exchange AIM market and the Australian Securities Exchange (code CFU). www.cfcl.com.au

About Harvey Norman Group

There are Harvey Norman, Domayne and Joyce Mayne franchised stores operating throughout Australia from over 250 retail complexes and Harvey Norman and Norman Ross company owned stores located in New Zealand, as well as Harvey Norman company owned stores in Slovenia, Ireland and Northern Ireland. Harvey Norman Holdings Limited also has a controlling interest in a publicly listed company that has 11 Harvey Norman retail outlets in Singapore and a wholesale business and retail store in Malaysia. A subsidiary of Harvey Norman Holdings Limited has also recently acquired certain Clive Peeter and Rick Hart stores in Australia and will continue to trade these as company owned stores.

www.harveynormancommercial.com.au

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