



FOR IMMEDIATE RELEASE

**EVOLUTION ROBOTICS ANNOUNCES FIRST GROUP OF RETAIL PARTNERS FOR
AWARD-WINNING MINT™ AUTOMATIC FLOOR CLEANER**

***UNITS NOW IN THE HANDS OF PRE-ORDER CUSTOMERS AND
RETAILERS INCLUDING AMAZON.COM AND HOME SHOPPING NETWORK***

PASADENA, CALIF. – September 16, 2010 – Evolution Robotics, Inc., a leading robotics technology company, today announced that its Mint Automatic Floor Cleaner is now available for purchase through select retail partners and online channels. This initial set of retailers includes Amazon.com, Frontgate, Hammacher Schlemmer, Home Shopping Network, RobotShop.com and SkyMall. Later this year, Mint will also be available in stores through national retail chains.

Mint is a robotic floor cleaning appliance designed exclusively for hard surface floor cleaning. Mint automatically dusts and wet mops hard surface floors using popular cleaning cloths, such as Swiffer® brand Dry and Wet Cloths® and other similar products. In addition, natural, re-usable microfiber cloths ship with each unit, allowing consumers to continue to use their preferred cleaning products.

“We are very excited to have a great group of retail partners assembled and selling Mint so customers can now experience the latest evolution in floor care,” said Dr. Paolo Pirjanian, CEO of Evolution Robotics. “Early customer reviews have been overwhelmingly positive, reinforcing our belief that a hard surface floor cleaner that is automatic and easy to use serves an unmet need in the market. Customers that purchase Mint will spend less time cleaning their floors, benefit from much cleaner floors, and will have more time to spend doing the things they enjoy.”

Mint has been honored with a Popular Mechanics’ Editor’s Choice award for best new product at the 2010 Consumer Electronics Show (CES) and a silver IDEA (International Design Excellence Award) in the “Home Living” category by the Industrial Design Society of America. Guided by Evolution’s own NorthStar® technology, Mint is smart enough to navigate and clean a room systematically without human assistance and meticulously tracks where it cleans to ensure it doesn’t miss a spot. To clean into hard to reach places, Mint’s unconventional square body breaks the mold of traditional round robots allowing the cleaning cloth to clean along edges of

walls and all the way into corners. Mint adapts to different home environments using a range of sensors including first-of-their-kind floor sensors to detect floor transitions and sensors for cleaning on slippery floors which allow Mint to adjust friction of the cleaning pad to maintain optimal traction with its wheels.

To learn more about Mint, please visit www.mintcleaner.com or to watch a video of Mint's intelligence and cleaning power in action, please visit:
http://www.youtube.com/watch?v=-b3J_OzkVbY

About Evolution Robotics

Evolution Robotics, Inc. is based in Pasadena, CA, and partners with brand leaders to make their products smarter by providing solutions for vision, autonomous navigation and intelligence. From toys to cell phones and vacuum cleaners to unmanned aerial vehicles (UAVs), the company's technologies have been brought to market through partners which include Sony, Bandai, Sharper Image and AU Phones from KDDI in Japan, representing more than 50 million installations. Evolution Robotics is an operating company of Idealab, a creator and operator of technology businesses. www.evolution.com

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