

October 28, 2005

Gary Rado, Former President of Casio, Inc., Named to Power Efficiency Corporation Board of Directors

LAS VEGAS, Nevada, October 28, 2005 - Power Efficiency Corporation (OTC-BB:PEFF), a leading U.S. manufacturer of energy-saving controllers using a patented technology for alternating current induction motors, today announced it has named Gary Rado, former President of Casio, Inc., to its Board of Directors.

"Gary brings a unique perspective to the Power Efficiency Board," said PEC's Chief Executive Officer and President Steve Strasser. "His strategic and marketing experience will be extremely helpful in moving our company to the next stage of growth," said Strasser. "We're very pleased he is joining us at this time."

Gary Rado was appointed President of Casio Inc., in 2000 and was responsible for all Consumer Products business including full P&L and all company functions of this U.S. subsidiary of Casio Computer Co., Limited - Tokyo.

He joined Casio in 1996 as Executive Vice President and was responsible for building the handheld PC and digital camera business. He was instrumental in developing and nurturing a partnership with Microsoft in developing the handheld business; Rado also developed partnerships with IBM and Adobe for the digital camera business where he built the business revenue to \$50M in less than two years.

Prior to joining Casio, Rado was Senior Vice President and Division Manager of the \$500M Personal Productivity division of Texas Instruments, and had primary responsibility for general management, worldwide marketing and sales, strategy, and market development.

"I am very pleased to be able to join the board of Power Efficiency Corporation at this time. PEC has an exciting product range that is well suited to help solve some of the energy efficiency issues that countries worldwide are facing today. I look forward to contributing to the growth of this dynamic company," said Rado.

About Power Efficiency Corporation

Power Efficiency Corporation designs and manufactures controllers that reduce the amount of energy used by electric motors. The Company's core technology, which is based on patented improvements to NASA technology, is effective on motors that run at constant speeds and under variable loads. These motors are found in escalators, elevators, grinders, granulators, mixers, saw mills and many other applications. The savings from these controllers are typically 15-35%, but can be as high as 45%. The controllers also reduce the operating heat of the motor, which provides significant motor life extension and downtime reduction benefits. The controllers are UL compliant and CE and CSA certified. The Company also has a prototype unit applicable to single phase electronic motors that are found in applications such as clothes dryers, refrigerators, vending machines, mixers and coffee grinders.

For more information visit www.powerefficiencycorp.com or contact B.J. Lackland at 702-697-0377.

As a cautionary note to investors, certain matters discussed in this press release may be forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such matters involve risks and uncertainties that may cause actual results to differ materially, including the following: changes in economic conditions; general competitive factors; acceptance of the Company's product in the market; the Company's success in technology and product development; the Company's ability to execute its business model and strategic plans; and all the risks described from time to time in the Company's SEC filings. Power Efficiency assumes no obligation to update the information in this release.

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