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INTEGRAL ENGAGES ipCAPITAL GROUP TO DEVELOP AN IP STRATEGY AROUND ELECTRIPLAST™

Bellingham, WA-Integral Technologies, Inc. (“ITKG-OTC:BB”) - (“Integral” or “the Company”), today announced the formation of a strategic alliance with ipCapital Group, Inc. (“ipCapital”) (www.ipcg.com) a major intellectual property (IP) strategy consulting and licensing firm, to assist the Company in (1) optimizing its return on investment on its IP, and (2) commercializing the Company’s award-winning and disruptive technology ElectriPlast™.

ElectriPlast™

In each of Integral’s 48 core and application patents (with more pending) ElectriPlast™ replaces the metallic component currently used in electroactive shielding and conductive devices, providing revolutionary applications that fundamentally change the way electricity is harnessed.

ipCapital

Based in Williston VT, ipCapital is led by John Cronin, its Managing Director and Chairman. ipCapital represents the largest IP strategy consulting team in the world. John and his team have served over 500 clients since 1998, including over 10% of the Fortune 500 clients and over 130 start-up companies across a variety of technologies and markets.

ipCapital’s Methodology to Create Market Value from IP

Mr. Cronin has created both a unique ipCapital System® methodology for consulting as well as a world-class licensing and transaction process. The methodology provides for extraction and documentation of inventions, identifies opportunity and risk, drives transactions to completion, and creates significant market value from IP. ipCapital’s professional services maximize financial results for clients that seek to develop and execute IP strategies, strengthen and monetize IP portfolios, and establish and implement Intellectual Asset Management (“IAM”) practices. As the primary architect of ipCapital’s best-in-class transaction methods, Mr. Cronin, also has successfully negotiated deals for ipCapital’s clients including out-licensing agreements, asset sales, and merger and acquisitions.

The Unique IP ElectriPlast™ Represents

- ElectriPlast’s™ electromagnetic shield effectiveness has a wide frequency spectrum from Direct Current (DC) to Ultra-High frequency (UHF) and is unique among its competitors, which it outperforms by over 40%.
- The ElectriPlast™ pellet can be fabricated into virtually any shape or dimension using low-cost capital investment injection molding or extrusion (locally done with existing tools) versus metal stamping (often done overseas). This provides it with unparalleled design flexibility, shorter development cycle and speedy manufacturing (20x in some cases).

Commenting on the ElectriPlast™ technology, Integral’s Chairman and CEO, William Robinson said, “in today’s world electrical or RF current is conducted through an inanimate object—metal. In tomorrow’s world current will be conducted through an animate object—ElectriPlast™.

Making ElectriPlast™ Part of Every Market that Uses Electricity

With the assistance of ipCapital’s expertise in IP, licensing and business, Integral seeks to make ElectriPlast™ a part of every market segment that uses electricity: consumer appliances, communication devices, wiring, military applications, and light-weight parts for Hybrid and Electric vehicles (40-60% lighter than aluminum and copper) to name just a few. Within these segments ElectriPlast™ will be used.

1. For shielding in power electronics (inverter and converters, battery chargers), motors, wire, and connectors;

2. As conductive components embedded in LED's, fuses, resistors (replaces), bus bars and terminals, and RFID;
3. To perform both shielding and conduction in batteries, semiconductors, heated elements, sensors, antennas (internal, external and meter readers) and consumer electronics (wireless routers, modems, 2-way radios, entertainment/audio (speakers), receivers (TV), hand-held devices (cell phones, PDA's such as the iPhone and Blackberry), computers, printers/scanners/faxes, and displays.

As Integral's customers freely tailor the technology to meet their specific needs, ipCapital will help Integral make sure that innovations in the uses of ElectriPlast™ will enjoy full and continuing IP protection.

How ipCapital Will Create Market Value from Integral's IP

Commenting on its engagement with Integral, Mr. Cronin said, "We at ipCapital are extremely excited and flattered to be part of the ElectriPlast™ project. The team at Integral has done a terrific job of developing and harnessing the IP around ElectriPlast™. One of our roles will be to examine all patents, trade secrets and technical know-how, find any points of penetration and tighten up the IP around ElectriPlast™."

"Further, we will assist in developing a market-driven IP strategy to help leverage Integral's deep history of technology and IP in new, huge markets that have now become available for ElectriPlast™. Key to this work is creating a data-driven IP landscape to guide us, and to find partners, leverage points, acquisition targets, and areas to enhance Integral's IP, with the ultimate goal of dramatically enhancing Integral's value."

"To accomplish this, we will help install a best in class IAM program based upon an IP strategy that will be the most advanced IP process in the world, something companies of this size usually would never get to do. We are happy that Integral sees that our strategic alliance can leverage Integral's shareholder value by using its current IP and soon-to-be greatly enhanced IP position to get maximum leverage of its IP as a business tool."

Principal Members of ipCapital Who Will Be Working with Integral

Mr. John Cronin

Prior to founding ipCapital, John Cronin was a distinguished inventor at IBM for 17 years where he patented 100 inventions, published over 150 technical papers, received IBM's Most Distinguished Inventor Award," and was recognized as IBM's "Top Inventor." As a member of the senior technical staff and the prestigious IBM Academy, Mr. Cronin led an intellectual asset team that spearheaded efforts to produce and manage the development of intellectual property at IBM. Eventually known as: "The IBM Patent Factory", this select group supported the division that increased IBM's annual licensing revenue from \$30 million in 1992 to more than \$1 billion in 1997 when Mr. Cronin left IBM.

Over the years, Mr. Cronin has become a respected thought leader among executives who wish to align business issues and IP and translate strategies into actionable financial results. Mr. Cronin has not only inspired but has trained literally thousands of engineers and scientists in best practices on how to invent.

Mr. Marshall C. Phelps Jr.

In March 2010 ipCapital announced that Mr. Phelps former Corporate Vice President, Deputy General Counsel for Intellectual Property and Licensing at Microsoft, joined ipCapital as a member of the Board of Directors. Mr. Phelps is a leading figure in the field of intellectual property management and execution and pioneered many of its foremost strategies to unprecedented results while leading IP business and related activities at IBM and Microsoft.

Mr. Phelps is currently an advisor to a number of companies including Microsoft, Waggener Edstrom and Viral Genetics. At Microsoft, Mr. Phelps was responsible for worldwide management of the company's intellectual property portfolio, patent prosecution, licensing, standards and business development. He facilitated Microsoft's emergence as one of the world's largest IP companies with over 60,000 patents and applications, extensive copyright holdings, and numerous trademarks.

Mr. Phelps joined Microsoft following a twenty-eight-year career at IBM Corp., where he served as Vice President in the 1990s and was responsible for overseeing standards, telecommunications policy, industry relations, licensing, intellectual property law, and management of a worldwide intellectual property portfolio of more than 35,000 patents and 8,500 trademarks. By pursuing license agreements for these and other IP rights, such as trade secrets and copyrights, he transformed a function that traditionally produced costly overhead to a \$2 Billion annual profit center. Prior to heading their IP business, he served IBM as Director of Government Relations in Washington and as Vice President of Asia Pacific operations in Tokyo.

Integral Technologies

Integral Technologies, Inc. (www.itkg.net) is the developer of an innovative electrically conductive resin-based material called “ElectriPlast™”, a highly conductive recipe that can be molded into virtually any shape or dimension associated with the range of plastics, rubbers and other polymers. Our IP consists of ElectriPlast™ and multitudes of different applications pertinent to a wide variety of industries. No assurances can be given that all patent applications will be approved; however, to the extent that patents are not granted, we will continue to attempt to commercialize these technologies without the protection of patents. Various examples of industries where ElectriPlast™ can be used are antennas, shielding, lighting, circuitry, switch actuators, resistors, and medical devices, to name just a few. The company is currently introducing these new products and ElectriPlast™ technology on a global scale.

This press release contains “forward-looking statements” within the meaning of Section 27A of the 1933 Securities Act and Section 21E of the 1934 Securities Exchange Act. Actual results could differ materially, as the result of such factors as (1) competition in the markets for the products and services sold by the company, (2) the ability of the company to execute its plans, and (3) other factors detailed in the company's public filings with the SEC. By making these forward-looking statements, the Company can give no assurances that the transaction described in this press release will be successfully completed, and undertakes no obligation to update these statements for revisions or changes after the date of this release.