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SEGWAY ANNOUNCES DEVELOPMENT OF A THREE-WHEEL PERSONAL TRANSPORTATION DEVICE FOR THE PUBLIC SAFETY MARKET

Segway Quality, Value Priced Product will be Available in Q4 2013

Bedford, New Hampshire – March 6, 2013 – Segway Inc. (Segway) is pleased to announce the development of a new three-wheel personal transportation product targeted at the public safety market.

“Our customers are demanding a feature-rich, quality-made three-wheel device that is value priced. We are going to meet their needs and deliver that product by the end of this calendar year,” said Roger Brown, President and Chief Executive Officer, Segway Inc.

Brown added, “Segway is a green personal transportation company. Our mission is to move people from point a to point b in a safe and highly-efficient manner. One element of our strategic and aggressive business plan is to grow our product portfolio by thoughtfully conceiving, designing and launching new and affordable products that meet customers’ needs and complement our current product offerings.”

The new three-wheel transportation solution will be electric and boast zero emissions. Police and security customers will appreciate its design, reliability, visibility, versatility and most importantly, its competitive price of \$7,500*. They will also enjoy the benefit of a world-class international service network.

Availability

This product will be available in Q4 2013 through Segway's global network of distributors and dealers. Segway will begin accepting orders in Q3 2013. More information will be available on www.segway.com soon.

**This is a projected price point and could increase or decrease.*

About Segway

Segway Inc., based in Bedford, New Hampshire is the world’s leading provider of personal electric transportation. The Company’s network currently includes more than 250 distributors, dealers and experience centers in 80 countries.

For more information about Segway, please visit www.segway.com. Media inquiries should be directed to media@segway.com.

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