

■ NEWS RELEASE

FEEL GOOD CARS CORPORATION

Wednesday, August 23, 2006

Toronto, Ontario

(TSXV:ZNN)

FEEL GOOD CARS CORPORATION (FGC) CONTINUES TO BUILD MOMENTUM: ADDITIONAL AUTOMOTIVE MARKETING EXPERIENCE ADDED TO THE TEAM.



FEEL GOOD CARS

TORONTO, AUGUST 23, 2006 – FGC has added Dennis Hancock to the senior management team of the Corporation in the position of Vice President, Sales and Marketing.

Dennis brings to Feel Good Cars over 12 years of experience in automotive marketing specializing in performance improvement (design and delivery of marketing research, loyalty programs and training), channel marketing and brand management.

For the past ten years Mr. Hancock has worked for Canada's largest full-service performance improvement company, Maritz Canada Inc., a division of global parent Maritz Inc. of St. Louis, Missouri in the United States.

Through his work at Maritz, Dennis has extensive knowledge and experience with top automotive brands such as Toyota, Acura, BMW, Chrysler, Ford and General Motors. For the past three years, Dennis led the Automotive Division at Maritz Canada and was responsible for both the account management and operations teams where he oversaw the development and delivery of hundreds of successful programs with numerous automotive clients in Canada.

Ian Clifford, Chief Executive Officer of the Corporation says: "With the addition of Dennis as our new Vice President of Sales and Marketing and his experience in launching new brands in global markets, FGC strengthens its reach with our current and future distribution channels, especially valuable as FGC ramps up production and expands its dealer network. Dennis will also help to strengthen our brand identity and the future recognition of the ZENN™ ("Zero Emission, No Noise") in the market. "

Marek Warunkiewicz and Bill Williams continue as key marketing and sales executives of the company with the specific roles of Vice President of Marketing Communications and Vice President of North American Sales respectively.

Mr. Clifford adds: "We have been pleased to attract some extraordinarily qualified executive and employee talent to the company, and the team is growing stronger every day. To date we have 17 ZENN dealers signed up, primarily in the United States, with first-year purchase commitments in excess of 750 units and we are in negotiations with more than 20 additional dealers across North America representing additional first-year purchase commitments of over 1000 units."

In connection with Mr. Hancock's appointment, subject to regulatory approval, FGC has agreed to grant 100,000 options to Mr. Hancock under its stock option plan. The options will vest in three equal tranches on the anniversary date of the grant and will have an exercise price in the context of market at the time of grant.

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ABOUT FEEL GOOD CARS (FGC)

www.feelgoodcars.com

Headquartered in Toronto, Canada, Feel Good Cars is dedicated to producing zero-emission transportation solutions for global markets, including the revolutionary ZENN, a perfect new urban vehicle. The ZENN recently won the gold medal for urban vehicles in the coveted Michelin Challenge.

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