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## FOR IMMEDIATE RELEASE

### Trojan Battery Expands Its Master Distributor Network with Northeast Battery

#### *Expanded partnership brings greater domestic distribution*

SANTA FE SPRINGS, CA – (December 10, 2009) Trojan Battery Company, the world's leading manufacturer of deep cycle batteries, announced today that effective Jan. 1, 2010, Northeast Battery, a longtime master distributor of Trojan battery products, will expand its distribution into the states of New Jersey, Pennsylvania, Maryland, Delaware, Virginia, West Virginia and Washington, D.C.

Established in 1985, Northeast Battery is headquartered in Auburn, Massachusetts, with key distribution centers throughout the region. Northeast Battery offers a full line of products including starting, lighting, and ignition products, stationary power systems for telecommunications and uninterruptible power supplies, and high-end motive power batteries.

"We are excited for this opportunity to expand our distribution of Trojan Battery products," said Tom Scarduzio, President of Northeast Battery. "Northeast Battery provides only the finest, highest quality products and services to our customers, and with Trojan products we can proudly say that's what we have done for the past 25 years and will continue to do for many more years to come."

"Northeast Battery has always been fully committed to customer satisfaction, making sure that their customers consistently receive dedicated service and support," said David Godber, the Executive Vice President of Sales and Marketing for Trojan Battery. "We are pleased with this extended opportunity to further strengthen our business relationship."

#### **About Northeast Battery**

Northeast Battery is one of the region's largest, fastest growing independent battery distributors, providing quality products and services for a full range of applications. Northeast Battery maintains its corporate headquarters in Auburn, Massachusetts, with key distribution centers located throughout the region.

#### **About Trojan Battery Company**

Trojan Battery Company is the world's leading manufacturer of deep cycle batteries and a longtime battery technology pioneer, having built the first golf car battery in 1952. Trojan batteries provide power for a wide variety of industrial, recreational and auxiliary power applications. Trojan Battery Company, founded in 1925, is ISO 9001:2008 certified with operations in California and Georgia.

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