



News Release

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ODYSSEY® Batteries Extends Sponsorship as Official Battery of American Bass Anglers into 2012 Events

READING, Pa., Jan. 11, 2012 – ODYSSEY® batteries by EnerSys® has extended its sponsorship of American Bass Anglers (ABA) into 2012 as the exclusive and official battery of ABA. ODYSSEY® batteries will be represented at all ABA events in 2012, including the Toyota Tundra Bassmaster Weekend Series, the American Fishing Tour, the American Couples Series and the Military Team Bass Tournament.

"EnerSys is pleased to expand the sponsorship of ODYSSEY® batteries with American Bass Anglers," said Dave McMullen, director of marketing for EnerSys, manufacturer of ODYSSEY® batteries. "The anglers are benefiting greatly from the advance technology found in ODYSSEY® batteries. Anglers using ODYSSEY® batteries enjoy 70 percent more cycle life, which translates to extreme performance on the water. ODYSSEY® batteries have three times the life of other conventional marine batteries, providing extreme power year after year."

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"We are proud to have such a strong partner in ODYSSEY® batteries, the official power source of American Bass Anglers," said Morris Sheehan, ABA president. "ODYSSEY® batteries are simply superior to any others on the market today. They are 'The Extreme Battery®,' because they outperform and outlast all other marine batteries. The long-lasting, full power of ODYSSEY® batteries can make the difference between winning a tournament and going home without the victor's prize. With ODYSSEY® batteries onboard their boats, anglers would put themselves in a winning position."

As part of the sponsorship program, the top anglers from each tour will receive ODYSSEY® batteries for the championship season, which starts in the fall of 2012. The ODYSSEY® battery warranty is a full, free replacement for three or four years, and, unlike most marine batteries, are not prorated. The Weekend Series crew will have ODYSSEY® batteries in stock during tournaments for the convenience of the competitors.

ABOUT ENERSYS®

EnerSys®, the world leader in stored energy solutions for industrial applications, manufactures, distributes and services reserve power, motive power and starting, lighting and ignition (SLI) batteries, chargers, power equipment, and battery accessories to customers worldwide. SLI batteries are used for trucks and buses, passenger cars, boats, personal watercraft, ATVs, motorcycles and garden tractors. The company also provides aftermarket and customer support services to its customers from more than 100 countries through its sales and manufacturing locations around the world. For more information about EnerSys® and its ODYSSEY® batteries, visit www.enersys.com or www.ODYSSEYbattery.com.

ABOUT AMERICAN BASS ANGLERS

The Toyota Tundra Bassmaster Weekend Series provides weekend anglers a professionally operated, competitive tour with a path to the world championship of bass fishing, the Bassmaster Classic. American Bass Anglers' commitment is to provide low-cost, close-to-home tournaments for the weekend angler, and, at the same time, offer each competitor an upward path for individual angler progression. For more information about American Bass Anglers and the American Fishing Tour, The Toyota Tundra Bassmaster Weekend Series or the American Couples Series, visit www.americanbassanglers.com.

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