



News Release

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EnerSys[®] Partners with American Bass Anglers[®] *Partnership Makes The ODYSSEY[®] Battery the Official Battery of the ABA*

READING, Pa., Feb. 9, 2011 – EnerSys[®] recently agreed to a partnership with American Bass Anglers[®] (ABA), an organization of more than 40,000 active members nationwide, making the ODYSSEY[®] battery the Official Battery of the ABA.

“This is an important opportunity for ODYSSEY[®] batteries,” said Jason Searl, director of marketing, specialty markets for EnerSys[®]. “Our partnership with the ABA allows us to reach the largest bass tournament trail in the nation, communicating the benefits of our ODYSSEY[®] Trolling Thunder[®]/Marine Dual Purpose batteries and ODYSSEY[®] Ultimizer[™] Chargers. We look forward to this new partnership and hope to contribute to the growth of the sport.”

The partnership provides exposure for EnerSys[®] and the ODYSSEY[®] battery to the ABA’s membership, which uses more than 150,000 vehicles annually and purchases approximately 360,000 automotive, marine and motorcycle batteries annually. The ABA offers a year-round, fully integrated platform of brand integration services that include experiential, online promotional, advertising and marketing, and ABA Pro Staff and hospitality programs in retail and business-to-business markets.

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“EnerSys® will likely increase sales of its products through its partnership with the ABA,” said Tom Lindon, vice president of properties for the ABA. “Our members are committed to fishing and outdoor life. Many own boats and other recreational vehicles in addition to their cars, all of which will benefit from the ODYSSEY® battery product line.”

The ABA also offers a loyalty program, which includes a bonus for tournament anglers who finish in the top 20 percent of the competition and produce a proof of purchase for an ODYSSEY® battery product during the weigh-in and the awards ceremony. The loyalty program includes Frequent Shopper Bonus Awards for members.

ODYSSEY® batteries are featured on a page on the ABA website, which garners more than 60 million annual impressions. Other benefits include advertisements in *American Bass Anglers Magazine*, the ODYSSEY® battery logo on vehicles and Pro Staff uniforms and branding presence at 26 Division Series and four Regional Finals events. The ODYSSEY® battery logo will also appear on the ABA mobile truck, which travels to more than 1,000 events annually in 34 states.

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® (ABA)

American Bass Anglers® (ABA) is the largest tournament trail dedicated to the weekend angler. The organization was founded in 1975 and was formed for military bass fisherman and called Military Bass Anglers Association (MBAA). These founding bass fishermen were looking for alternatives to the normal recreational activities associated with military bases. The tournament trail was limited to military personal only until the early '90s when non-military anglers were allowed to join. The organization grew more rapidly due to this addition.

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