



News Release

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EnerSys[®] steps up partnership level with Team BIGFOOT[®] for 2011 season

*The ODYSSEY[®] battery is the Exclusive battery of Team
BIGFOOT[®]*

READING, Pa., Apr. 28, 2011 – EnerSys[®] recently announced a partnership with legendary monster truck innovators BIGFOOT 4x4 Inc., to supply ODYSSEY[®] batteries as the exclusive battery of Team BIGFOOT[®]. EnerSys will continue to provide ODYSSEY[®] batteries for the team's seven touring BIGFOOT[®] monster trucks, in addition to the team's fleet of transporters and support vehicles. All vehicles will sport new, larger ODYSSEY[®] battery logos throughout the 2011 season.

“We believe in the marketing power of the BIGFOOT[®] monster truck brand, and are excited to increase our involvement in the team's activities throughout the 2011 season,” said Jason Searl, Director of Marketing, EnerSys. “BIGFOOT[®] has proven how tough the ODYSSEY[®] battery is, and we are glad that our batteries are their number one choice for all of their stored energy solutions.”

Bob Trent, Vice-President of Sponsorships & Events for BIGFOOT[®] added: “We've had a great relationship with ODYSSEY[®] batteries for a long time now, and we are excited to

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take another big step forward with them. Rugged, dependable, and long-lasting ODYSSEY® batteries really enhance the high level of performance our BIGFOOT® monster trucks already deliver.”

Team BIGFOOT® Vice-President of Operations Jim Kramer was quick to express his enthusiasm over the continued ODYSSEY® battery/BIGFOOT® partnership: “The demand that our monster trucks put on a battery is multi-faceted. We rely on continuous, reliable power from our ODYSSEY® batteries to crank over our high-compression racing engines, turn our electric/hydraulic rear steering pumps, provide electricity for our MSD ignition systems, and to power our electrically-boosted braking system. Not to mention providing power to our gauges and other electric accessories on the trucks. Our trucks are known for their reliability, and ODYSSEY® batteries are a huge part of that.”

Bruce Essig, ODYSSEY® Battery National Sales Manager, added: “Team BIGFOOT® has been using ODYSSEY® batteries for over a decade, and their track record of both reliability and winning races during that time means a lot to us. We feel that our product contributes strongly to that winning reputation, and we are proud to have increased our involvement with the team for 2011 and beyond.”

Earlier this year, Team BIGFOOT® once again hit the track with ODYSSEY® batteries on board. The team kicked off the indoor racing season in Huntington, WV for the E3 Spark Plugs Monster Nationals tour; Salt Lake City for the CFP Winter Nationals tour; Fayetteville, NC for the AMP Tour; and Daytona Beach, FL for the Monster-X Tour. The team’s trucks will be busy touring North America for the bulk of 2011, making stops on the American Drag Racing League tour and appearing at various other special events in addition to their standard racing schedule.

“We captured a pair of racing championships in 2010, and accumulated over 745 appearance days with our seven touring BIGFOOT® trucks,” added Trent. “As impressive as that sounds, we are aiming for even bigger numbers in 2011. And with the continued involvement of ODYSSEY® batteries in our program, we know our chances of doing that are even better.”

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 BIGFOOT®, The Original Monster Truck®

Since its inception in 1975, BIGFOOT®, The Original Monster Truck®, has gone on to achieve worldwide notoriety, and spawned an entire family of BIGFOOT monster trucks that have pioneered the growth of the monster truck industry. Created by St. Louis-area contractor Bob Chandler and his wife Marilyn in 1975 as a promotional tool for their Midwest Four Wheel Drive business, the BIGFOOT fleet has captured 27 National Championships, set numerous world records for monster trucks, and travelled to over 26 countries. In 2009, BIGFOOT was named one of the “Top 5 Marketing Vehicles of All Time”. Since 1975 over 20 BIGFOOT vehicles have been constructed, and today the team campaigns seven BIGFOOT monster trucks full-time in North America, in addition to one BIGFOOT truck based in England. The team averages over 700 appearance days annually, and achieves in excess of 4 million impressions each year.

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