



News Release

ODYSSEY® Battery Renews Technical Partnership with Richard Childress Racing

For more information contact:

April Tomalis
MARCOM Supervisor
EnerSys
800-538-3627 Ext: 1729
Fax: 610-372-8613
E-mail: april.tomalis@enersys.com

Brian Salvatore
Public Relations
Harris, Baio & McCullough
215-440-9800
Fax: 215-440-0717
E-mail: brian@hbmadv.com

READING, Pa., March 15, 2010 – ODYSSEY® Battery by EnerSys® has renewed its partnership with Richard Childress Racing (RCR) as an Official Technical Partner of RCR for the 2010 NASCAR Sprint Cup season. Additionally, it has expanded its relationship to highlight the partnership with RCR's No. 29 Sprint Cup Team and driver Kevin Harvick.

As an Official Technical Partner, ODYSSEY® Battery will continue to provide batteries and engineering support to all of the RCR teams in NASCAR's Sprint Cup, Nationwide and Camping Truck Series. The ODYSSEY® Battery logo will be shown on all the team haulers and pit equipment. Additionally, the No. 29 Shell/Pennzoil Chevrolet Impala driven by Kevin Harvick will display the ODYSSEY® logo on the lower front quarter panels of the racecar throughout the 2010 season.

"We're pleased to once again provide RCR with the technical support needed to improve power and performance under extreme racing conditions," said Dave McMullen, Director of Marketing for EnerSys®, Specialty Markets. "Partnering with RCR allows us to place ODYSSEY® Battery under the extreme conditions of NASCAR racing, further solidifying that ODYSSEY® Battery is the extreme battery, built to withstand the demands of high performance pursuits."

- more -

ODYSSEY® batteries feature rugged construction, packed tightly with pure lead plates and non-spillable AGM design – protecting against shock and vibration that can quickly destroy other batteries. With twice the overall power and three times the life of conventional batteries, ODYSSEY® batteries are ideal for a complete range of racing applications.

“We are pleased to have ODYSSEY® Battery partner with RCR for a second year,” said Richard Childress, President and CEO, Richard Childress Racing. “From cranking power to the rigorous demands of a 500-mile race, The ODYSSEY® Battery’s power and performance provides our race teams with the reliability and dependability needed to succeed at the top levels of NASCAR competition.”

For more information about ODYSSEY® Battery products, visit www.ODYSSEYbattery.com, or contact your local distributor at 1-800-964-2837.

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 Richard Childress Racing

Richard Childress Racing (www.rcrracing.com) has earned more than 180 victories and 12 NASCAR championships, including six in the Sprint Cup Series with the legendary Dale Earnhardt. RCR was the first organization to win championships in the Sprint Cup Series, Nationwide Series and Camping World Truck Series. Its 2010 Sprint Cup Series lineup includes Kevin Harvick (No. 29 Shell-Pennzoil Chevrolet), Jeff Burton (No. 31 Caterpillar Chevrolet) and Clint Bowyer (No. 33 Cheerios/Hamburger Helper Chevrolet). John Wes Townley drives the No. 21 Zaxby’s Chevrolet in the 2010 Nationwide Series, Austin Dillon drives the No. 3 Bass Pro Shops Chevrolet in the 2010 Camping World Truck Series and Tim George Jr. drives the No 31 RCR Development Chevrolet in the 2010 ARCA Racing Series presented by RE/MAX and Menards. Ty Dillon, Sean Caisse, Ryan Gifford and Stephen Leicht are RCR developmental drivers in both asphalt and dirt track racing.

#