



News Release

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ODYSSEY® Battery by EnerSys Welcomes Jeff Burton to SEMA Show 2012 Driver of No. 31 Chevrolet to Appear at Booth 24967 in Central Hall

READING, Pa., Oct. 23, 2012 – ODYSSEY® Battery by EnerSys is pleased to announce that NASCAR® Sprint Cup Series driver, Jeff Burton, will be at the ODYSSEY® Battery by EnerSys booth 24967 on Wednesday, Oct. 31 from 1 p.m. to 3 p.m. PDT at this year's SEMA show. Burton will also speak during the ODYSSEY® Battery press conference at booth 24967 beginning at 2:30 p.m.

Additionally, the NASCAR® Sprint Cup Series EnerSys®/ODYSSEY® Battery No. 31 Chevrolet driven by Burton will be on display at booth 24967 throughout the SEMA Show. The sponsored No. 31 Chevrolet showcases the red, white and black colors of the EnerSys® and ODYSSEY® brands and is equipped with an ODYSSEY® PC1100 battery.

“Not only are we thrilled to have Jeff Burton at our booth signing autographs, but we are honored to have him speak on behalf of EnerSys®/ODYSSEY® Battery during the ODYSSEY® Battery press conference on Wednesday,” said Dave McMullen, director of commercial marketing for specialty and UPS markets, EnerSys. “Jeff Burton is a respectable and successful driver who knows, more than anyone, the importance of having a battery like an ODYSSEY® battery that can handle extreme conditions.”

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EnerSys® is a two-race primary sponsor of Burton and the Richard Childress Racing (RCR) No. 31 Chevrolet. Burton and the No. 31 Chevrolet will sport the EnerSys® and ODYSSEY® brands for the second time this season at Martinsville Speedway (Va.) this Sunday, Oct. 28, 2012.

Burton also showcased the company's colors at the Pocono Raceway (Pa.) event in August.

"I am pleased to be a part of EnerSys' announcement at the SEMA Show," said Burton.

"ODYSSEY® batteries have provided the power and performance that our organization needs to succeed, and I am very honored to represent the company and the new ODYSSEY® Performance Series™ batteries."

An RCR partner since 2009, EnerSys® manufactures an extensive line of motive power, reserve power, aerospace/defense and specialty batteries, making it the global leader for automotive, military and industrial applications. Among its product lines is the ODYSSEY® battery, known for delivering the power that the high revving of auto racing engines demands. The five-second cranking power of ODYSSEY® batteries is double to triple that of conventional batteries, and its sealed dry-cell construction makes it safe, explosion proof, leak proof and mountable in any position except inverted. Its rugged construction also offers improved vibration resistance and durability.

Burton, currently in his 19th fulltime season in the NASCAR® premier division, has amassed 21 wins, 132 top-five finishes, 248 top-10 finishes, six pole awards and led 6,513 laps during his career. Burton sits 19th in the 2012 Sprint Cup Series driver championship point standings with five top-10 finishes, including a fifth-place finish in the 2012 Daytona 500, a runner-up finish in the Coke Zero 400 at Daytona International Speedway, and a sixth-place finish recently in the Federated Auto Parts 400 at Richmond International Raceway. Burton qualified for the Chase for the NASCAR® Sprint Cup from 2006 to 2008, and in 2010 with 14-time championship winning car owner Richard Childress.

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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 200 victories and 14 championships, including six in the NASCAR® 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 current Sprint Cup Series lineup includes Paul Menard (No. 27 Menards Chevrolet), Kevin Harvick (No. 29 Budweiser/Rheem/Jimmy John's Chevrolet) and Jeff Burton (No. 31 Caterpillar/Wheaties/BB&T Chevrolet).

Its Nationwide Series program includes Elliott Sadler (No. 2 OneMain/Hunt Brothers/Charter Financial Chevrolet), 2011 Camping World Truck Series champion Austin Dillon (No. 3 Advocare/American Ethanol/ Bass Pro Shops Chevrolet) and Harvick/Brendan Gaughan/Menard/Ty Dillon/Max Papis (No. 33 South Point Hotel & Casino/Menards/Hunt Brothers Pizza/Armour Brand/Fast Fixin'/ Chevrolet). Tim George Jr./Gaughan/Harvick (No. 2 Applebee's/Potomac Family Dining Group/South Point Hotel & Casino/Kroger/Tide Chevrolet), Joey Coulter (No. 22 RCR/Armour Brand/Husky Liners/American Ethanol Chevrolet) and 2011 ARCA Racing Series champion Ty Dillon (No. 3 Bass Pro Shops Chevrolet) compete in the 2012 Camping World Truck Series season.

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