



## News Release

### Ray Scott Selects ODYSSEY® Batteries for exclusive use at Trophy Bass Retreat

For more information contact:

April Lowther  
MARCOM Supervisor  
EnerSys  
800-538-3627 Ext: 1729  
Fax: 610-3728613  
E-mail: [april.lowther@enersys.com](mailto:april.lowther@enersys.com)

Kurt Andersen or Nicole Galvin  
Public Relations  
Harris, Baio & McCullough  
215-440-9800  
Fax: 215-440-0717  
E-mail: [kurt@hbmadv.com](mailto:kurt@hbmadv.com)  
[nicoleg@hbmadv.com](mailto:nicoleg@hbmadv.com)

**READING, Pa., (April 30, 2013)** – Renowned outdoorsman Ray Scott has selected ODYSSEY® Trolling Thunder®/Marine Dual Purpose batteries for exclusive use at his Trophy Bass Retreat in Pintlala, Ala., to power operating systems in the Retreat's bass and service boats.

"It's an important decision for us," said Scott, founder of Bass Anglers Sportsman Society (B.A.S.S.), the world's largest sport fishing organization. "A first-class fishing experience requires first-class equipment. We restrict the use of gas motors as much as possible on all of our lakes for practical and environmental reasons, so we rely almost exclusively on trolling motors. And trolling motors rely on batteries. When you have guests coming from around the country to fish your bass waters, your worst nightmare is getting in the boat with a dead trolling motor. You want a deep-cycle battery that lasts and cranks your motor every single time."

"The choice of ODYSSEY® Trolling Thunder®/Marine Dual Purpose batteries at Ray Scott's Trophy Bass Retreat demonstrates how valuable this battery is for anglers," said Dave McMullen, director of commercial marketing for specialty and UPS markets at EnerSys, manufacturer of ODYSSEY® batteries. "These batteries combine superior starting power with the ability to tolerate extended periods of trolling, while powering onboard electronics."

– more –

The exclusive retreat hosts about 150 clients each year with a maximum of eight guests at a time, according to Jim Kientz, executive director of Ray Scott Outdoors. He said that Scott opened his home, guest facilities and bass lakes as part of a state initiative to showcase Alabama's abundant hunting and fishing resources. Kientz works directly with the fishing groups and knows the stress and strain put on the boats and the power sources, especially in bad weather.

“ODYSSEY® batteries are really tough and recharge quickly,” Kientz said. “When you have hard-core bass anglers who have paid for the fishing trip of a lifetime, you better keep them on the water with all systems functioning, and that requires a battery you can absolutely depend on.”

All fishing groups receive a complete orientation on the Retreat's lakes and equipment, and understand the superior performance of ODYSSEY® batteries. ODYSSEY® batteries also provide promotional materials in the gift bag that is awarded to the guest who catches the largest bass in his or her group.

“We're really pleased with our relationship with ODYSSEY® batteries,” says Scott. “Their dedication to quality is totally in sync with our dedication to providing our guests with a fishing trip they will never forget.”

For more information about ODYSSEY® batteries, visit [www.odysseybattery.com](http://www.odysseybattery.com).

#### **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](http://www.enersys.com) or [www.odysseybattery.com](http://www.odysseybattery.com).

# # #

