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UltraLast Green™ Builds Sales of Rechargeable Batteries in Household Devices

Las Vegas, NV, Tuesday, 1/6/09. Rechargeable batteries can open new retail sales opportunities by broadening the product lines and positioning of rechargeables. That's what Mark Dockser, Senior Vice-President and General Manager of UltraLast Batteries believes. His company launches *UltraLast Green* Rechargeable Batteries and Chargers at CES 2009 in Las Vegas, January 8-11. UltraLast Green boasts a full range of AA and AAA batteries and chargers consisting of two rechargeable battery lines, one for everyday, around-the-house uses and one for "high power" digital and electronic devices.

Dockser contends that battery-users have traditionally pigeon-holed the use of rechargeable batteries for digital cameras, flashes, electronic games and other high power devices. "That's great and we're happy to sell consumers a greener alternative for digital devices," says Dockser. He believes however, the retail and usage opportunity for rechargeables is bigger than the digital market alone. "The rechargeable segment has under-marketed the everyday use of rechargeable batteries. UltraLast Green aims to not only meet the needs of consumers with digital devices, but also tap all the everyday, household devices where consumers need portable power."

Why UltraLast Green for Everyday Use?

UltraLast Green has specially formulated its Everyday Rechargeables™ for use in household devices such as television remotes, clocks, flashlights, and wireless mice and keyboards. The batteries are ready to use right out of the pack which eliminates the need for an initial charge, a potential barrier to purchase. Likewise, the everyday use batteries hold most of their charge for 12+ months when not being used. So, consumers get fresh batteries when they purchase and can use them instantly. The cells will keep their charge for up to six months when used in common household applications. Dockser believes, "It's a win-win for consumers. UltraLast Green packs the performance consumers expect in a battery along with long-term savings and up to 32x less environmental impact."

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Why Consumers Will Reach for UltraLast Green Everyday Use Batteries

Multiple studies of “green” purchasing habits and attitudes show that consumers want eco-friendly products that don’t skimp on performance. “By replacing ordinary batteries with our UltraLast Green Everyday Rechargeables in household appliances, consumers get the power performance they expect, the savings they want, and the positive environmental impact they desire,” says Nanci Bergman, Vice President of Sales, UltraLast Batteries.

Why Green? Saves the Planet and Saves Money

“In the current economy, consumers are looking for value and savings at every turn. UltraLast Green can replace their household batteries in most every application without a trade off in performance, and eliminate the cost of constantly replacing batteries,” says Dockser. UltraLast Green Rechargeables can be recharged as many as 500 times, or up to three years. In consumer and environmental terms, that means one rechargeable pack can keep up to 1,000 disposable alkaline batteries out of landfills and a 4-pack can save consumers up to \$100 or more per year.

The UltraLast Green commitment to a “greener alternative” doesn’t end with the product story. The packaging is made of eco-friendly materials, including post-consumer recycled cardboard and recyclable #1 PET plastic. “We are committed to becoming greener step by step and will continue to find ways to be more environmentally responsible,” Dockser says. Furthermore, UltraLast Green batteries can be recycled through the Rechargeable Battery Recycling Corporation program nationally.

UltraLast Green Battery and Charger Profile

Everyday Rechargeables are available in both AA and AAA sizes in 2-, 4- and 8-packs. Consumers can choose from six different chargers, ranging from a 4- or 8-battery standard charger to a rapid charger with LCD display. A 3-in-1 charger can recharge UltraLast Green AA or AAA rechargeables, as well as directly charge portable electronics utilizing one of two included USB adapters. The 3-in-1 chargers will also charge electronic devices on the fly by using the batteries themselves. A new UltraLast Solar Charger soaks up the power of the sun for the ultimate green recharge of AA and AAA rechargeables.

UltraLast Batteries provides greener solutions for consumer portable power needs. It offers a complete range of rechargeable batteries and chargers for all electronic devices, from TV remote controls to radios to digital cameras and flashes to heavy duty gaming. The new UltraLast Green line features two ranges of batteries: one for everyday electronics and a second for high power devices like digital cameras, gaming devices, and audio players. Backed by “best in the industry” warranties, UltraLast batteries can be found at thousands of retail and e-tail locations in North America. More information is available at www.ultralastbatteries.com.

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