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UltraLast Green™ Offers Greener Alternative for Powering Electronics

Woburn, MA Monday, 12/22/08. UltraLast Batteries will debut its line of *UltraLast Green* Rechargeable Batteries and Chargers at CES 2009 in Las Vegas, January 8-11. The UltraLast Green line boasts a full range of AA and AAA batteries and chargers that offers a “greener alternative” for everyday, around the house applications such as TV remotes, clocks, and wireless mice and keyboards, as well as a “high power device” range for digital applications such as cameras, music players, and gaming devices.

Rechargeables for Everyday Use, not Just Digital Cameras

“The news here is that we can offer consumers the right batteries to meet their needs that offer a greener alternative,” states Mark Dockser, Senior VP and General Manager for UltraLast batteries. “We now offer two types of products: Everyday Rechargeables™ that can be used in household applications, like TV remotes and wireless devices, that can last for months at a time before needing to be recharged, and a second range of High-Power Rechargeables™ that offer maximum capacity and power for high-consumption devices such as digital cameras, gaming, and audio players.”

Greener Savings and a Greener Planet

“By replacing ordinary batteries with our UltraLast Green Everyday Rechargeables in household products, 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.

“Consumers are figuring out the new math of greener batteries” says Dockser. He explains, “UltraLast Green batteries can be recharged up to 300+ times and last up to three years. Fewer batteries, lower cost. In fact, rechargeables pay for themselves after just three to four uses.”

Recent studies show that 80-90% of Americans are looking to make greener purchases and expect manufacturers and retailers to take the lead by offering better products for the planet.

“Consumers have told us they expect more environmentally responsible batteries that don’t require a sacrifice in performance as compared to ordinary disposable batteries,” says Dockser. “They also save by reducing the number of disposables that end up in landfills, potentially billions per year.”

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Greener Packaging

UltraLast Green is also making a commitment to change over their packaging: reducing the overall size of packaging, increasing the use of recycled and recyclable content, moving to PET plastics, and participating in recycling programs nationally with Rechargeable Battery Recycling Corporation (RBRC), as well as through regional and retailer programs.

Chargers also work for cell phones and music players

UltraLast Green also features six chargers, which meet recharge needs at home and on the road. New this year are chargers that not only recharge AA/AAA batteries, but they can be used to charge cell phones, music players and other devices that use mini or standard USB connections. The line also includes a very green, solar-powered charger.

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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 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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