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**ULTRALAST GREEN NAMED AS CES INNOVATIONS 2010 DESIGN AND
ENGINEERING AWARD HONOREE**

New York, New York, November 11, 2009 – UltraLast Batteries today announced that it has been named an International CES Innovations 2010 Design and Engineering Awards Honoree for UltraLast Green™ Everyday Rechargeables™ batteries.

UltraLast Green Everyday Rechargeables are batteries designed for everyday use, to replace disposable batteries in all household electronics without sacrificing performance, and to keep thousands of batteries from ending up in landfills. Everyday Rechargeables are ready to use immediately, holding 80% of their charge for up to one year, last up to six months or more per charge when in use, and can be recharged up to 500 times. They also feature an industry leading three-year usage warranty. When their rechargeable life ends, they can be recycled through the Rechargeable Battery Recycling Corp (RBRC) “Call2Recycle” program in the U.S. and Canada. In addition, the package is made of eco-friendly materials, including post-consumer recycled cardboard and #1 PET plastic, both of which are fully recyclable.

“The average household currently throws out approximately 35 batteries per year,” says Mark Dockser, Senior Vice President and General Manager, UltraLast Batteries. “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.”

The prestigious Innovations Design and Engineering Awards have been recognizing achievements in product design and engineering since 1976. It is sponsored by the Consumer Electronics Association (CEA)®, and endorsed by the Industrial Designers Society of America (IDSA).

UltraLast Green Everyday Rechargeables batteries can be found at Fry’s, Amazon.com, Buy.com, Walmart.com, DBL, Microcenter, BiMart, PC Richard & Son, and other retail locations across the country. UltraLast Green Everyday Rechargeables will be on display at the 2010 International CES, January 7-10, 2010, in Las Vegas, Nevada.

About UltraLast Batteries: UltraLast 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. 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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