



FOR IMMEDIATE RELEASE

Trojan Battery's AC Series Delivers More for Less

Broader Line of Products and Increased Performance Give Customers More Options

SANTA FE SPRINGS, CA – September 30, 2008 – Trojan Battery Company, the world's leading manufacturer of deep cycle batteries, introduced today its new AC Series line of deep cycle batteries, designed for Aerial Work Platform/Access and Cleaning applications.

Developed as part of Trojan's initiative to offer products that are specifically engineered to meet market requirements, the AC Series provides customers three key advantages:

- **Competitive Specifications:** Delivers customers increased product performance and durability for maximum uptime
- **Customer Choice:** Increased specifications allow the customer to select mid-range batteries based on the battery case design they want; either standard case or durable Polyon™ case for heavy service applications
- **Competitive Pricing:** Expanded product portfolio with the introduction of Trojan's new entry level price-competitive E-AC models

"Every market application is unique and as the market leader, Trojan understands the importance of providing a broad range of batteries to the Aerial Work Platform/Access and Cleaning markets," said David Godber, Executive Vice President of Sales & Marketing for Trojan Battery. "With the introduction of our new E-AC models, customers also receive the benefits of superior features and performance at the right price, something our competitors cannot offer."

Trojan's Maxguard® Advanced Design Separator and Alpha Plus® paste formulation are included in the AC Series to deliver the long life, unparalleled performance and lower overall maintenance costs that Trojan Battery is known for.

The new AC Series is available in both 6 and 12 volt sizes with a choice of 12 different battery specifications. For a complete list of available AC Series products, visit www.trojanbattery.com.

About Trojan Battery Company

Trojan Battery Company is the world's leading manufacturer of deep cycle batteries and a longtime battery technology pioneer, having built the first golf car battery in 1952. Trojan batteries provide power for a wide variety of industrial, recreational and auxiliary power applications. Trojan Battery Company, founded in 1925, is ISO 9001:2000 certified with operations in California and Georgia.

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