



FOR IMMEDIATE RELEASE

Trojan Battery Promotes From Within For Future Success

New COO and Vice President, Renewable Energy and Business Development Named

SANTA FE SPRINGS, CA – October 27, 2008 – Trojan Battery Company, the world's leading manufacturer of deep cycle batteries, announced today two new management positions within the company to drive future strategies and success.

Jeff Elder, currently Chief Financial Officer, has been promoted to Chief Operating Officer (COO) responsible for all departmental functions within Trojan Battery. Elder has been with Trojan Battery for over three years with expertise in Finance, Operations, and Strategic Planning. Prior to joining Trojan, Elder worked for Arthur Andersen & Co., Emerson Electric, Avery Dennison and, most recently, as Chief Operating Officer and Chief Financial Officer for Dynamic Cooking Systems.

Bryan Godber, currently Director of New Business Development and fourth generation of Trojan family leaders, has been promoted to Vice President, Renewable Energy and New Business Development. In the past eight years with Trojan, Godber has been responsible for Planning and Purchasing, Customer Service and, most recently, New Business Development. Godber will be responsible for making Trojan the leader in the fast growing Renewable Energy market as well as overseeing new business ventures.

"These changes will enable Trojan Battery to expand on the abilities of some proven leaders within our company and allow Trojan to move forward in some new strategic directions," said Rick Godber, Chief Executive Officer for Trojan Battery. "Both Elder's and Godber's expertise will help to further strengthen Trojan's market position, operational excellence and enhance our efforts in driving our products into new markets."

Rick Godber will continue in his role as President and CEO focused on future strategic direction for Trojan Battery Company.

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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