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**Trojan Battery “Steps Up” Expansion in Africa
*Names Alexander Hofmeyr to Manage Sales for Region***

SANTA FE SPRINGS, Calif., March 10, 2014 – Trojan Battery Co., the world’s leading manufacturer of deep-cycle batteries, has appointed Alexander Hofmeyr to manage sales for Africa. Hofmeyr will be responsible for all aspects of Trojan Battery’s sales strategy in the region, including management of current distribution channels and customer accounts, as well as identifying new sales opportunities in key markets including renewable energy.

“Trojan has an ambitious international growth plan for the coming fiscal years, and we are confident that Alexander’s sales and marketing background, and experience in supporting the market in Africa will play a key role in our success in the region,” said Dean Middleton, director of global sales for Trojan Battery. “Alexander’s successes in new client development and market expansion will support Trojan’s international growth strategy. In addition, his expertise in distribution channel development and program implementation, will drive an increase in market share for Trojan Battery in Africa.”

Hofmeyr has served in various sales and marketing roles for national and multinational companies including Kestrel Renewable Energy, a subsidiary of Eveready (Pty) Ltd. in South Africa, Vegtech (Pty) Ltd., and GE Healthcare and MLS Bank/ABSA Private Bank, a wholly-owned subsidiary of the Barclays Africa Group.

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T R O J A N B A T T E R Y . C O M

Hofmeyr earned his bachelor of commerce degree in marketing and business management from Oxford Brookes University in Oxford, England, and received a certificate in marketing and business management at the Damelin Business School in Port Elizabeth, South Africa.

About Trojan Battery Company

Trojan Battery Company is the world's leading manufacturer of deep-cycle batteries and a battery technology pioneer, having built batteries for the first golf car in 1952. Trojan batteries power a wide variety of golf, electric vehicle, transportation, industrial, renewable energy, recreational and auxiliary power applications. Founded in 1925, the company is ISO 9001:2008 certified with operations in California and Georgia, and maintains two of the largest and most extensive research and development centers in North America dedicated to engineering new and advanced battery technology. For more information on Trojan Battery Company, visit www.trojanbattery.com.

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