

## FOR IMMEDIATE RELEASE

### 2012 Golf Industry Show Booth 2229

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### TROJAN BATTERY RECEIVES TOP HONORS BY GOLF COURSE INDUSTRY READERS

**SANTA FE SPRINGS, Calif., Jan. 24, 2012** – [Trojan Battery Company](#) took top honors in [Golf Course Industry](#) magazine's [reader survey](#) ranking the industry's best golf product vendors based on product quality, market communication and brand strength. As the world's leading manufacturer of deep-cycle batteries, Trojan was listed as one of the companies most admired by readers as well as a company they can trust to provide reliable products and support.

"The results from Golf Course Industry's reader survey affirm Trojan's unwavering commitment to product quality, dedication to exceptional customer service, and overall support of the golf marketplace," said Jeff Elder, president of Trojan Battery Company. "We are pleased that Trojan's product and corporate objectives resonate and are valued by golf course superintendents. Trojan will continue to focus on building industry-leading quality, performance and reliability into our battery products."

Visit the Trojan Battery booth 2229 at the 2012 Golf Industry Show this week in Las Vegas.

Golf Course Industry magazine's reader survey was conducted online polling its more than 30,000 readers. The survey asked superintendents a variety of questions on the reputations of companies in the industry they purchase products from to maintain their golf courses. The reader survey featured multiple choice questions which included random listings of industry vendors to prevent the same few companies from being consistently chosen simply because they were at the top of the lists.

"There are hundreds of companies competing for the attention of golf course superintendents today," said Pat Jones, publisher and editorial director of Golf Course Industry. "It's a tribute to Trojan Battery that they were among the Top 50 most admired and trusted suppliers in our business."

According to the magazine's feature story "... (The reader responses) don't define total market share or sales. What they do is give us an idea of which companies superintendents think are meaningful to the industry right now."

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**About Trojan Battery Company**

Trojan Battery Company is the world's leading manufacturer of deep-cycle batteries and a battery technology pioneer, having built the first golf car battery in 1952. Trojan batteries provide power for a wide variety of golf, 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](http://www.trojanbattery.com).

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