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TROJAN EXPANDS EUROPE AND ASIA POWER OPTIONS WITH NEW TE35 AND 5SHP DEEP-CYCLE GEL™ BATTERIES

SANTA FE SPRINGS, CA, Jan. 18, 2010 - Trojan Battery Company, the world's leading manufacturer of deep cycle batteries, today announced the introduction of its new TE35 and 5SHP Deep-Cycle Gel™ products, expanding Trojan's line of valve-regulated, lead-acid (VRLA) batteries. "Trojan offers a comprehensive portfolio of deep cycle batteries for the global market. The Trojan TE35 and 5SHP gel products are perfect additions for our expanding European and Asia customer base. These two batteries offer Trojan's international customers a much needed option for deep cycle, gel batteries to power their robust applications," said David Godber, executive vice president of sales & marketing for Trojan Battery.

The Trojan TE35-Gel and 5SHP-Gel are sealed, maintenance-free batteries that deliver superior power in demanding applications. Engineered for rugged durability, outstanding performance and long battery life, the Trojan TE35 and 5SHP feature a number of important design characteristics that provide significant advantages over competitor gel products. The TE35's and 5SHP's gelled electrolyte is a proprietary formulation containing sulfuric acid, fumed silica, pure demineralized, deionized water and a phosphoric acid additive. This exclusive formulation produces a homogenous gel that delivers consistent performance and dramatically long cycle life. Patented calcium copper lead alloy grids provide longer shelf life and superior corrosion resistance. The heavy-duty grids lock active material onto the grid network to efficiently deliver more concentrated energy to the terminals. Premium grade, double-insulated separators allow maximum charge flow between the plates for optimum performance. The TE35 delivers a capacity rating of 210 AH @20 hours while the 5SHP delivers 125 AH @20 hours.

The Trojan TE35 and 5SHP are maintenance-free, sealed batteries ideal for heavy duty applications such as floor machine, aerial work platform, industrial, material handling, renewable energy and others. The TE35 and 5SHP, along with Trojan's full lineup of 6-volt and 12-volt deep cycle gel batteries, are available through Trojan's Master Distributor Network.

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 9001:2008 certified with operations in California and Georgia.

For more information visit www.trojanbattery.com

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