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Media Contact:

Kari Garcia
Public Relations Manager
Trojan Battery Company
562.236.3038
kgarcia@trojanbattery.com

Trojan Battery Revamps Website Setting Itself Apart from the Competition

SANTA FE SPRINGS, Calif., Jan. 20, 2014 – Trojan Battery Co., the world’s leading manufacturer of deep-cycle batteries, has launched its newly revised corporate website designed to be a premiere source of information for Trojan’s global customers, distributors, dealers and system integrators. Featuring detailed information on battery technologies, maintenance practices, as well as the design of energy storage systems, the new website illustrates how Trojan sets itself apart from the competition.

Visit the new Trojan website at www.trojanbattery.com.

The revamped Trojan Battery website offers detailed technical data on Trojan’s energy storage battery solutions for a wide range of applications, which are now identified on the website by new market icons. Designed for superior performance, rugged durability and long life, Trojan deep-cycle flooded, AGM and gel products are engineered to power a variety of equipment used in golf, renewable energy, aerial work platform, material handling, floor cleaning, transportation and recreation industries. Visitors also will learn about how customers are taking advantage of Trojan deep-cycle batteries to successfully power their applications in these market segments.

The website also features the latest news announcements from Trojan regarding new products, technologies and alliances, as well as educational and corporate videos which provide in-depth information focusing on a variety of battery topics. Trojan is committed to expanding the public’s awareness and understanding of deep-cycle battery technology, and keeping it apprised of important battery-related subjects that can positively impact their use of Trojan products.

“For more than 85 years, Trojan has provided reliable, cutting-edge deep-cycle battery technologies to a wide range of markets,” said Elke Hirschman, vice president of marketing for Trojan Battery. “Our new corporate website will offer our customers, distributors and dealers around the world a more detailed look into how Trojan continues to shape the world of deep-cycle battery technologies. It also

demonstrates Trojan's commitment to bringing to market only the most advanced battery solutions designed specifically to fulfill the unique needs of each of our market segments."

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.

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