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### Trojan Battery Appoints OLIS Master Distributor for Iceland

**SANTA FE SPRINGS, Calif., Aug. 27, 2014** – [Trojan Battery Co., LLC](#), the world’s leading manufacturer of deep-cycle batteries, has named [Olís](#) as a master distributor of Trojan batteries in Iceland.

Olís is the country’s major battery distributor and will supply products to both the business and consumer marketplaces. Olís supports a variety of applications and industries in Iceland, such as plant maintenance, floor cleaning, warehouse management, marine, trucking, recreations vehicles as well as consumer fuel service stations.

“There are many opportunities in Iceland for the installation of Trojan deep-cycle batteries,” said Mat Segal, senior vice president of international sales for Trojan Battery. “With the diverse markets which Olís supports in the country, we are looking forward to supporting all of their customers’ application needs.”

Established in 1927, Olís has been the leading supplier of a variety of products to business and consumers in Iceland for more than 85 years. As a key contributor to building the Icelandic economy, Olís is focused on providing customers with quality merchandise at competitive prices through an extensive sales and service network of more than 60 locations nationwide.

#### **About Iceland Oil Ltd - Olís**

Olís is one of the 30 largest companies in Iceland with more than 420 employees. Olís was founded in 1927 and is the oldest oil company on Iceland. The company operates fuel service stations under the trademark of Olís, and self-serve stations under the brand name of ÓB. In 1999, Iceland Oil Ltd

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purchased all shares in Ellingsen, which was then consolidated to the holding company in 2001. The company also owns all shares in subsidiaries companies Hátækni and Ísmar.

**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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