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FOR IMMEDIATE RELEASE

PRESS RELEASE

The Noco Company Announces New Dual 8D Battery Box

New Commercial Battery Box Designed to Accommodate Two 8D Batteries (HM485)

Cleveland, OH, August 6, 2009: NOCO®, a global leader in battery products and accessories, today announced the product launch of its new dual 8D battery box. The new dual 8D battery box, part number HM485, is the newest member to NOCO's rotationally molded commercial battery boxes for marine and industrial applications. Made from a linear low density polyethylene (LLDPE), the dual 8D battery box is impact resistant down -40°F (-40°C) and impervious to acid, gasoline, oil, salt, UV, and other harsh chemicals. The dual 8D battery box will also incorporate many of the same features as other NOCO commercial battery boxes, such as: a four-corner fastening system, large cable entry holes, electrolyte reservoir, and a captive lid hold-down. All NOCO commercial battery boxes meet the United States Coast Guard (USCG) Code of Federal Regulations 183.240 and the American Boat and Yacht Council (ABYC) recommended practices for small crafts E-10.7.

"We are excited to add the dual 8D battery box to our product line," said Tripp Stewart, NOCO's Vice President of Sales and Marketing. "Our customers have demanded this product, and now we have their solution."

"The dual 8D battery box is the second new commercial battery box we have developed this year," said William Nook, NOCO's Chief Executive Officer. "Our goal is to continue to expand our presence in the marine and industrial battery box market, as well as, increase our product depth with new rotational molded goods."

The new dual 8D battery box will be available for shipment from NOCO distributors by the beginning of September. For more information about the dual 8D battery box, contact NOCO at info@noco-usa.com.

About NOCO

Founded in 1914, NOCO is the worldwide leader in battery products and accessories. NOCO serves more than 10,000 customers, including mass retailers, distributors, and original equipment manufacturers. The Company focuses on delivering high-quality, premium based products for industrial, automotive, marine, recreational, performance, fleet, and agricultural users. NOCO is headquartered in Cleveland, Ohio. For more information, visit www.noco-usa.com



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