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FOR IMMEDIATE RELEASE

PRESS RELEASE

The Noco Company Announces Acquisition of Advanced Fishing Technologies

Advanced Fishing Technologies enables The Noco Company expand work in battery management technologies

Cleveland, OH, June 15, 2009: The Noco Company ("NOCO"), a leading manufacturer of battery products and accessories, today officially announced the acquisition of Advanced Fishing Technologies ("AFT"), a high-tech manufacturer of marine, industrial and photovoltaic power solutions with manufacturing facilities in Arizona. AFT's technologies include sophisticated battery management solutions that use proprietary, patented software to optimize the charging process of lead-acid based batteries. With the addition of AFT solutions, NOCO will have comprehensive engineering platform which will be able to facilitate enhanced battery charging and battery management systems across multiple markets.

"The completion of this acquisition represents a significant step for NOCO in our overall strategy to accelerate growth in our power products business and our continued initiative to be a US based manufacturer," said Jonathan Nook, chief operating officer of NOCO. "Certainly, the addition of AFT will bring a significant injection of revenue and profitability into our operating model, but more importantly, we increased the depth and breadth of our engineering resources by welcoming several highly-trained engineers from AFT - individuals who have extensive experience in power and magnetic design and knowledge of our products. As a result of the acquisition, we also now have a greater opportunity to increase our cross-selling efforts with an expanded customer base."

Mr. Nook continued: "We are now solely focused on quickly capitalizing the attractive opportunities this transaction has created for us to increase top-line growth as well as achieving significant cost synergies in general and administrative expenses. With the AFT acquisition now complete, NOCO is a stronger, more broadly based company than ever before, with increased capacity to reach new customers and the ability to provide current users of battery products with enhanced products and features."

About AFT

AFT is the cutting-edge manufacturer of battery charging and battery management solutions. AFT offers sophisticated products that provide efficient and fast charging. AFT's is widely known for its "smart" on-board marine battery chargers, which offer an eight-stage charge profile, 90%



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efficiency ratings, rapid charging technology and switch-mode topology. AFT was a privately held corporation headquartered in Peoria, Arizona.

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

Note to editors: If you are interested in viewing additional information on NOCO, please visit the NOCO Web page at <http://www.noco-usa.com>. Web links, telephone numbers and titles were correct at time of publication, but may since have changed. For additional assistance, journalists may contact NOCO's public relations contact for more information.



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