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# PRESS RELEASE

The Noco Company Announces New Zinc (Zn) Battery Terminals  
*Environmentally Safe, RoHS Compliant Alternative to Lead Battery Terminals*

**Cleveland, OH, August 4, 2009:** NOCO®, a global leader in battery products and accessories, today announced its new Zinc Battery Terminals product line. The new "TZ Battery Terminals" were developed in response to a growing consumer demand for a more environmentally friendly replacement battery terminal. The TZ Battery Terminals manufactured by NOCO are die-casted from a specialized zinc alloy, which makes the battery terminals 3.6 times more conductive than its lead equivalents. The new TZ Battery Terminals also feature a new "Ultra Plating" which increases the battery terminal's resistance to corrosion and oxidation.

"Most of our energy is now squarely focused on developing new and innovative products", said William Nook, NOCO's Chief Executive Officer. "The new TZ Battery Terminal product line is an example of our product development efforts. I am confident that you [the consumers] will continue to see more new and innovative products come to market over the next twelve to twenty-four months".

"We have already received an overwhelming number of opening orders from our customers," said Tripp Stewart, NOCO's Vice President of Sales and Marketing. "We expect TZ Battery Terminals will gain exposure rapidly as retailers look to become more 'green'", Mr. Stewart added.

The TZ Battery Terminal product line will be available for shipment from NOCO distributors and customers by the beginning of September. For more information about the TZ Battery Terminals, contact NOCO at [info@noco-usa.com](mailto: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](http://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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