



April 14, 2008 09:00 AM Eastern Daylight Time

PowerGenix Rechargeable Batteries to Power High Definition Cameras and Lighting for Emmy-Award Winning Frezzi Energy Systems

High Discharge NiZn Helps Media Market Pioneer's Portable Power and Light Systems Go Green

NAB2008

Booth C5023

LAS VEGAS--(BUSINESS WIRE)--PowerGenix, manufacturer of safe, non-toxic, rechargeable nickel-zinc (NiZn) batteries, today announced that media market pioneer, Frezzi Energy Systems, will incorporate PowerGenix's line of rechargeable batteries into its portable power and lighting products. Frezzi, a leading provider of power and lighting equipment for the professional broadcast community, will rely on PowerGenix's D-cell battery packs to provide extended runtime for high-definition cameras and high wattage camera lights.

The media market has traditionally relied upon nickel-cadmium (NiCd), nickel-metal hydride (NiMH) and lithium-ion to meet the high power-density demands of professional lighting and cameras. The introduction of NiZn provides increased power delivery and high-discharge performance not available from any existing chemistry. Capable of discharging up to 10 amps, PowerGenix's battery packs are also smaller and lighter than traditional technologies. Frezzi will first introduce a 60 WH 14.4 V NiZn HD mini camera battery, followed by a full line of High-Definition Nickel-Zinc battery packs. The packs will also be equipped with an energy gauge to accurately display capacity information throughout the life of the battery.

"PowerGenix's greater energy and power densities offers significant performance advantages compared with environmentally unfriendly NiCd and costly NiMH technologies," explained PowerGenix CEO Dan Squiller. "Our products are completely safe, they meet the strictest international environmental standards and face no restrictions on the quantity of NiZn packs that may be carried onboard aircraft, offering the ultimate in portability. Professional lighting and power systems are yet another example of the breadth of high-demand, portable power applications suited to nickel-zinc battery packs."

"For over seventy years Frezzi Energy Systems has supplied broadcast media with award winning lighting systems and the most powerful camera batteries in the industry. Since the first days of broadcast television Frezzi has been a pioneer in the media market, setting the benchmark for professional lighting and power equipment," said James Crawford, President of Frezzi Energy Systems. "Nickel-zinc provides unparalleled performance enhancements in a robust, non-toxic form. Once again, Frezzi is leading the industry with the technologies that will advance professional broadcasting."

Frezzi Energy Systems and PowerGenix will showcase their NiZn battery packs during the National Association of Broadcasters Show (booth C5023), April 14-17, at the Las Vegas Convention Center Hall in Las Vegas, Nevada.

About PowerGenix

PowerGenix has developed and patented a high-energy density, high-cycle life and low-cost Nickel-Zinc battery targeting the market for energy intensive electronics and hybrid electric vehicles (HEVs). Specifically designed to utilize existing Nickel-Cadmium manufacturing processes, techniques and equipment, PowerGenix offers the supply chain scaling and security OEMs require. With its patented rechargeable Nickel-Zinc battery technology, PowerGenix is pursuing applications to replace existing Nickel-Cadmium and Nickel Metal Hydride batteries in the multi-billion dollar rechargeable battery market.

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