

PowerGenix Taps into Green Consumer Market with Eco-Friendly Batteries for the Masses at Amazon.com

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SAN DIEGO - (Business Wire) PowerGenix, developer and manufacturer of nontoxic, high performance Nickel-Zinc (NiZn) rechargeable batteries, announced today its AA NiZn batteries are available for sale online through Amazon.com, GreenBatteries.com and DepotEco. The batteries are the first to bare the PowerGenix brand name, and provide advanced performance and leading environmental credentials to satisfy green gadget users and eco-moms alike.

The limited performance capabilities of rechargeable AA batteries has historically hampered their market acceptance, as portable consumer electronic devices, such as cameras and flashlights, are designed for optimal use with more powerful disposable batteries. PowerGenix's Nickel-Zinc AA's are the first rechargeable to deliver power equivalent to primary, single-use batteries — a 30-percent increase compared to conventional AA rechargeable battery technologies.

"Consumers worldwide are looking at ways to save money and lessen their impact on the environment, through leading retailers such as Amazon.com we're able to provide a no compromise, economical and environmentally responsible battery solution direct to technology users," said Dan Squiller, CEO of PowerGenix. "With the first true replacement for disposable battery technology, PowerGenix is focused on offering a better battery alternative and expanding rechargeables share of the \$5.2 billion global consumer market."

In addition to offering advanced rechargeable battery performance, PowerGenix's NiZn batteries are also safe, non-combustible and nontoxic. Certified by independent third party testing to meet Reduction of Hazardous Substances (RoHS) standards, PowerGenix's batteries contain no heavy metals such as lead, cadmium or mercury.

PowerGenix's NiZn also represents the most recyclable rechargeable chemistry on the market and has received certification from the Rechargeable Battery Recycling Corporation (RBRC) for collection and recycling at its more than 30,000 drop-off points in North America.

The AA batteries will be introduced in a pack of four with a charger for \$34.99, and in four packs for \$14.99.

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6017631&lang=en>

Antenna Group (for PowerGenix)
Skye Laudari, 415-977-1925
skye@antennagroup.com

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