

## Powermax USA Announces Exclusive License Agreement With ACDelco For Dry-Cell Batteries

For Immediate Release

RANCHO CUCAMONGA, Calif./EWORLDWIRE/Feb. 28, 2004 --- Powermax Battery (U.S.A.) Inc., a leader in dry-cell batteries, announced today the execution of a multi-year exclusive license agreement with ACDelco to license its well-known Trademark for dry-cell batteries. The agreement will allow Powermax USA to incorporate the famous brand name into its full lineup of dry-cell batteries, including AAA, AA, C, D, 9-volt, and 6-volt dry-cell batteries.

"We are very excited to undertake a stewardship of the premier ACDelco Trademark for use with our high quality dry-cell batteries," stated Neville Lin, President of Powermax USA. "Extending the world-famous ACDelco brand name from the automotive category into dry-cell batteries is a good move." The company expects interest for the brand to be especially strong in hardware, automotive-supply, and the drug and food-chain trade channels. "We expect to receive strong interest from retailers in all trade classes looking to solve the problem of offering a high quality, national brand alternative to their dry-cell customers," said Lin. "ACDelco dry-cells is an excellent solution because the name immediately means quality and value to the consumer."

ACDelco, the ACDelco Emblem, and ACDelco related graphics are trademarks of General Motors Corporation.

About Powermax USA:

With headquarters in Rancho Cucamonga, California, Powermax USA is a leading supplier of dry-cell batteries and other consumer products. Powermax USA is dedicated to delivering dependable and durable consumer batteries to its customers and partners through a nationwide sales force and hundreds of resellers. Powermax also has a portfolio of company owned brands and sells consumer products worldwide. Powermax USA is a privately held company with products represented in every major market and geographic region of the United States. To find out more about how Powermax USA's products can help you reach more customers, call us at (888) 832-3557. Or visit us at <http://www.powermaxusa.com/>.

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