



News Release

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ODYSSEY® Battery Partners with Local Racing Professional Chris Rado of WORLD Racing, Inc.

READING, Pa., April 12, 2010 – ODYSSEY® Battery by EnerSys® recently announced its partnership with Reading's own professional racing driver, Chris Rado and his company WORLD Racing, Inc. for the 2010 drag racing and time attack racing season. As The Official Battery Supplier of WORLD Racing, Inc., ODYSSEY® Battery will provide product and technical support to WORLD Racing, Inc. and owner/driver, Chris Rado for competing in various international, national and regional drag racing and time attack racing events.

In return, the ODYSSEY® Battery logo will display on the left and right side rocker panels of the WORLD Racing, Inc. FWD Time Attack Scion tC and FWD Drag Racing Scion tC, as well as on Chris Rado's driver suit.

"We're looking forward to this venture with WORLD Racing, Inc. as it provides us the opportunity to expand the presence of ODYSSEY® Battery into the drag racing and time attack racing markets," said Dave McMullen, Director of Marketing for EnerSys®, Specialty Markets. "The opportunity will also allow us to further expose ODYSSEY® batteries to harsh racing conditions, and continue to prove that ODYSSEY® is the Extreme Battery for Extreme applications."

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“WORLD Racing, Inc. is pleased to welcome ODYSSEY® Battery as a 2010 sponsor,” said WORLD Racing, Inc. owner/driver, Chris Rado. “Our Scions will truly benefit from the power and performance that ODYSSEY® batteries provide under the extreme conditions of drag and time attack racing.”

For more information about ODYSSEY® Battery and its products, visit www.ODYSSEYbattery.com, or contact your local distributor at 1-800-964-2837.

ABOUT ENERSYS®

EnerSys®, the world leader in stored energy solutions for industrial applications, manufactures, distributes and services reserve power, motive power and starting, lighting and ignition (SLI) batteries, chargers, power equipment, and battery accessories to customers worldwide. SLI batteries are used for trucks and buses, passenger cars, boats, personal watercraft, ATVs, motorcycles and garden tractors. The company also provides aftermarket and customer support services to its customers from more than 100 countries through its sales and manufacturing locations around the world. For more information about EnerSys and its ODYSSEY® batteries, visit www.enersys.com or www.ODYSSEYbattery.com.

ABOUT WORLD RACING, INC.

Founded in 1998, WORLD Racing has been the home of the fastest front wheel drive machines on the planet. WORLD Racing also manufactures a full line of SCION Performance parts and accessories under their DESCENDANT line, which launched in late 2008. WORLD Racing, a professional drag race, time attack, and show circuit team led by C.E.O, driver, and team owner, Chris Rado a.k.a “Captain Chaos” that has captured the hearts of millions of motorsports fans over a thirteen-year time span.

For more information on WORLD Racing, please visit their website: <http://world-racing.com>

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