



News Release

ODYSSEY® Battery Named Official Battery of World Sailfish Championship Presented by Bass Pro Shops

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READING, Pa., March 6, 2012 – ODYSSEY® battery by EnerSys® is the official battery of the World Sailfish Championship presented by Bass Pro Shops, one of the most prominent fishing tournaments in the world. The World Sailfish Championship presented by Bass Pro Shops, which had a payout of more than \$1 million last year, will be held in Key West, Fla., April 17 to 21, 2012. In its 10th year, it has raised more than \$2 million for charities that include Camp Boggy Creek, a camp for children with chronic and life-threatening illnesses, founded by Gen. H. Norman Schwarzkopf and Paul Newman; The Don Shula Foundation for Breast Cancer Research; and the Guy Harvey Ocean Foundation, among others. The World Sailfish Championship will be nationally televised this summer to more than 82 million households and will attract thousands of spectators.

“Participants and spectators at The World Sailfish Championship presented by Bass Pro Shops will be particularly receptive to the benefits of ODYSSEY® Trolling Thunder®/Marine Dual Purpose batteries,” said Dave McMullen, director of commercial marketing, specialty & UPS, for EnerSys. “People who appreciate competitive fishing understand the value of a marine battery that reliably generates superior power.”

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Designed to provide both ample starting power and deep-cycling capability up to 400 cycles at 80 percent depth of discharge (DOD), ODYSSEY® Trolling Thunder®/Marine Dual Purpose batteries provide twice the overall power and three times the service life of conventional marine batteries. They generate enough energy to start and troll the engine, while powering the growing number of onboard marine electronics.

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 THE WORLD FISHING TOUR

The World Fishing Tour is the parent company to the world's richest sailfish tournaments, including host to the nationally televised Sailfish Pro Series, a professional sailfishing circuit. Its mission is to partner world-class fishing with superior hospitality and charitable patronage. The World Fishing Tour is most notable for the World Sailfish Championship, the Sailfish Open and the Sailfish Cup. Their charitable initiatives have allowed them to raise \$2.5 million for those in need. Meanwhile, the established tournaments allow for maximum payout to those who prove themselves as top anglers. Their success has attracted many major corporate sponsors to the world of fishing.

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