



Panasonic Energy Corporation of America
www.panasonicbatteryproducts.com

Panasonic eneloop™ Rechargeable Batteries Maintain 70% of Their Charge for up to Ten Years

eneloop Batteries reach ten-year anniversary powering flashlights, cameras and other and other active lifestyle equipment

Columbus, GA and Newark, NJ (MAY 7, 2015) – Panasonic Energy Corporation of America today announced the celebration of the ten-year anniversary of eneloop™ Nickel Metal Hydride (Ni-MH), Ready to Use Rechargeable Batteries. In mid-May, Panasonic will begin shipping eneloop product that maintains 70% of its power for up to 10 years, when unused and stored properly*¹.

Launched in 2005, eneloop batteries are praised by those who need long-life batteries, such as outdoor enthusiasts, digital device aficionados, and homeowners assembling storm preparation kits. As part of eneloop's 10th anniversary celebration, Panasonic Energy Corporation of America will run a series of promotions and events in 2015.

“Our eneloop batteries have delivered industry leading technology for ten years. eneloop batteries, used to power all types of household devices, can be stored with even greater confidence, delivering up to 70% power, even after 10 years*¹, when unused and stored properly. You can purchase these battery cells today and conveniently store them until they are ready to use,” said Yoji Takagi, Sales and Marketing Director, Consumer Products Division, Panasonic Energy Corporation of America.

Key Benefits of eneloop Rechargeable Batteries:

- Maintain 70% of charge for up to 10 years*¹.
- Can be recharged (used over and over) up to 2100 times*². (Improvements to the conductive surface of the active, or positive, electrode material produce greater conductivity and durability.)
- Pre-charged at the factory using solar power and are ready to use*³.
- Can be used in temperatures down to minus 4 degrees Fahrenheit*⁴, and provide up to 2000mAh (AA) and 800mAh (AAA) of power*⁵.
- Power everyday electronic devices including flashlights, toys, gaming devices, remote controls, wireless keyboards and outdoor cameras. eneloop batteries also work well in DSLR-type camera flash units which generally require large amounts of power in short bursts.

Panasonic offers eneloop and eneloop Pro in both AA and AAA battery sizes. For C and D size applications, Panasonic sells C and D size adapters, which allow AA batteries to be transformed into providing power to devices using C and D sized batteries*⁶. An advanced four-position battery charging unit that charges each battery individually, (saving charge time when batteries only need “topping off”) is also available. For even

higher power requirements. Panasonic also offers eneloop Pro, which delivers up to 2550mAh (AA) and 950mAh (AAA) of power*⁵.

eneloop Ni-MH, ready to use rechargeable batteries are available in a wide variety of packaged combinations including battery only, 4AA or 4AAA packs to a eneloop Power Pack which includes 8AA, 4AAA, 2 C size adapters, 2 D size adapters, a BQ-CC17 advanced battery charger, and plastic storage case. Panasonic eneloop AA4 batteries have an MSRP of \$14.99 and are available from retail and online stores nationwide.

To date eneloop shipments total over 330 million units globally.

*¹ Capacity retention based on testing method established by IEC 61951-2(7.3.2) when stored at 20 °C (based on Panasonic's estimation) (varies according to conditions of use) and compared with minimum capacity.

*² Recharge cycles based on testing method established by IEC 61951-2(7.5.1.3).

*³ Solar energy charging as certified by The Green Energy Certification Center.

*⁴ Operating time will be shorter than that of room temperature.

*⁵ eneloop charge capacity and mAh estimates based on IEC 61951-2(7.3.2).

*⁶ Except for eneloop pro

*⁷ From Nov. 2005 to Mar. 2015.

#

About Panasonic Energy Corporation of America

Panasonic Energy Corporation of America is a leading provider of OEM and consumer battery solutions in the United States. The company, located in Columbus, GA, is a division of Energy Device Business Division located in Osaka Japan, and a subsidiary of Panasonic Corporation of North America, located in Newark, NJ. The company markets and sells a wide variety of batteries including eneloop™ and eneloop Pro Ni-MH rechargeable, Platinum Power Alkaline, Plus Power Alkaline, Super Heavy Duty, and Lithium CR-123A cells. Learn more: www.panasonicbatteryproducts.com

Facebook: www.facebook.com/panasonicbatteryproducts

YouTube: www.youtube.com/channel/UCnKIayIGEN-FTywc0d3495w

Pinterest: www.pinterest.com/PanaBatteries/

Twitter: <https://twitter.com/PanaBatteries>

About Panasonic Corporation of North America

Panasonic Corporation of North America provides a broad line of digital and other electronics products and solutions for consumer, business and industrial use. The company is the principal North American subsidiary of Osaka, Japan-based Panasonic Corporation and the hub of Panasonic's U.S. branding, marketing, sales, service and R&D operations. In Interbrand's 2014 annual "Best Global Green Brands" report, Panasonic ranked number five overall and the top electronics brand in the report. As part of continuing sustainability efforts, Panasonic Corporation of North America relocated its headquarters to a new facility, adjacent to Newark Penn Station in Newark, NJ. It is the first newly constructed office tower in Newark to earn both LEED Platinum and Gold certifications from the U.S. Green Building Council. Learn more about Panasonic at us.panasonic.com/news.

Editorial Contact:

Jim Reilly (Panasonic Corp. of North America) (201) 392-6067 jim.reilly@us.panasonic.com

Business Contact:

Joe Murphy (Panasonic Energy Corporation of America) (609) 259-9912; (609) 500-5753
joseph.murphy@us.panasonic.com