

# Press Release

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## **SANYO releases Limited Edition 8-Color AA-size eneloop Rechargeable Battery Pack**

*Celebrating total global shipments of eneloop reaching 100 million cells<sup>\*1</sup>*

**Munich, April 22, 2010** – SANYO Component Europe GmbH is pleased to announce that by the end of October 2009, SANYO Electric Co., Ltd.'s. total global shipments of the eneloop rechargeable battery reached 100 million cells<sup>\*1</sup>, approximately four years after its first release in November 2005. In commemoration of this a limited edition 8-color AA-size eneloop pack called "eneloop tones" has been released with the improved AA-size eneloop. These batteries are rechargeable approximately 1,500 Times<sup>\*2</sup> which is No. 1 in the industry<sup>\*3</sup>. The 8-color AA-size Ni-MH rechargeable battery pack has a nominal voltage of 1,2V and a rating capacity of 2000mAh. It is available throughout Europe for 24,99 € (RRP) from now on.

### **Main Features 8-color AA-size eneloop Pack "eneloop tones"**

#### **1. Offering a limited number of 8-color eneloop packs – Pick colors according to your taste or use colors to remember which ones are charged and which ones need to be recharged.**

To "brighten" a lifestyle that values reusing and recycling, SANYO offers a limited edition of batteries coming in 8 rich colors: purple, pink, orange, yellow, light green, green, light blue, and blue, which have been created in the motif of a paper-wrapped crayon set. This 8-color eneloop pack has been made to be fun and convenient for users. For example, users may pick colors according to their taste or use colors to remember which ones are charged and which ones need to be recharged. For packaging, a new stylish case with a slide-cover has been adopted. Just as with the cases of all other eneloop battery products, recycled PET is the only material used and the case can be used as a battery storage case.

#### **2. Using the new improved AA-size eneloop - rechargeable approximately 1,500 Times<sup>\*2</sup> which is No. 1 in the industry<sup>\*3</sup>.**

A set includes the new improved AA-size eneloop, which is rechargeable approximately 1,500 times<sup>\*2</sup>. Incorporating new technologies for material, manufacturing method, and structure developed through the knowledge gained since the first release of eneloop in November 2005, the number of times a battery can be recharged has been increased by the factor 1.5 to approximately 1,500 times<sup>\*2</sup> compared to the conventional models<sup>\*4</sup>, which makes the total number of times it can be recharged the industry No. 1<sup>\*3</sup>. With the ability to recharge the battery more often, the new

eneloop is both more economically competitive and enhanced in environmental awareness as it means the amount of overall battery waste will be reduced.

### **3. Solar energy is used for factory pre-charging.**

In accordance with the Green Power Certification System, the new eneloop batteries are charged in Japan by “green power” from photovoltaic generation. This means that a part of the electric power used for manufacturing eneloop (the amount equivalent to that used for factory pre-charging) is generated using clean, renewable solar energy.

#### **Background**

The eneloop battery has received high market appraisal for its unique, user-friendly combination of having the advantages of both dry cell and rechargeable batteries. The batteries come pre-charged like a dry cell, and are economical and environment-friendly as they are able to be recharged for repeated use as well as fully recyclable at the end of their lifecycle.

#### **About SANYO**

SANYO Electric Co., Ltd. is a leading company for energy and environment, providing solutions for energy, environment and lifestyle applications. SANYO Component Europe GmbH (a fully incorporated subsidiary of SANYO Electric Co. Ltd.) is a supplier of highly developed environmental and energy solutions. The company offers an extensive range of batteries, rechargeable batteries, and photovoltaic modules as well as high-quality and innovative electronic components and semiconductors. The headquarters of SANYO Component Europe is located in Munich with subsidiaries in the UK and France.

You can find more information about SANYO Component Europe at <http://www.eneloop.info/>, <http://www.sanyo-component.com>

You can find more information about SANYO at: <http://www.sanyo.com/>.

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\*1 As of October 31, 2009.

\*2 General estimate based on the JIS C8708 2007 (7.4.1.1) testing conditions. (The number of times a battery can be recharged changes according to the use conditions and equipment used.)

\*3 As of November 5, 2009, for commercially available nickel-metal hydride batteries

\*4 SANYO's size AA eneloop battery (HR-3UTG) and size AAA eneloop battery (HR-4UTG)