

News Release

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SANYO Celebrates the 5th Anniversary of “eneloop” with the Limited Edition of the AA-size “eneloop glitter”

For a more enjoyable eco-friendly lifestyle

Munich, January 10, 2011 – SANYO Component Europe GmbH is pleased to announce the release of the limited edition 8-color “eneloop glitter” rechargeable battery packs in size AA. This 5th anniversary model of “eneloop”, which is rechargeable approximately 1500 times, promotes a “lifestyle that values reusing and recycling.” The colorful “eneloop glitter” have a nominal voltage of 1,2V and a rating capacity of 2000 mAh¹. “eneloop glitter” will be available throughout Europe for 24,99 € (RRP) from the beginning of February.

Main Features

- 1. 8-color “eneloop glitter” enable users to pick colors according to their taste or use colors to remember which batteries are charged and which ones need to be recharged**

The Limited edition packs include AA-size batteries in 8 different glitter colors: purple, pink, orange, yellow, light green, light blue, silver and black. The intention was to create a look which is different than that of conventional batteries.

- Fun and convenient for users: the 8-color “eneloop glitter” pack enables users to pick colors according to their taste or use colors to remember which batteries are charged and which ones need to be recharged.
- The packaging design is based on “Black” which gives the glitter batteries a luxurious feel, perfect for a 5th anniversary model.

- 2. Solar energy is used for the factory pre-charging of “eneloop” rechargeable batteries**

- In accordance with the “Green Power Certification System,” the “eneloop” batteries get pre-charged at the Japanese factory by “Green Power” from photovoltaic generation.
- A part of the electric power used for manufacturing “eneloop” batteries (the amount equivalent to that used for factory pre-charging) is generated by using clean, renewable solar energy, part of SANYO’s initiative to realize a “Clean Energy Loop,” where power is generated from renewable energy sources, stored for use when needed in batteries, and conserved or used efficiently.
- “eneloop” truly embodies the concepts of “energy” and “looping,” from production to performance.

SANYO will continue to expand the “eneloop” series throughout the world so that people can comfortably adopt a new “lifestyle that values reusing and recycling” contrary to the popular “use and throw away” lifestyle.

Outline and 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 environmental as they are able to be recharged for repeated use as well as recyclable at the end of their lifecycle. According to a company survey, the satisfaction level of “eneloop” users is over 90%². In total, over 150 million “eneloop” battery cells have been shipped to more than 60 countries worldwide (as of December 2010).

Specifications

Product Description	8- color AA-size Nickel-Metal Hydride Rechargeable Battery Pack
Product Name	eneloop glitter
Product Number	HR-3UTGA-8BP-GLITTER
Nominal Voltage	1,2 V
Rating Capacity (Typ.) ¹	2000 mAh
Dimensions	14.35(diameter) x 50.4mm(height)
Battery Weight	Approx. 27g / unit

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. 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 All statements concerning capacity (mAh) are based on IEC61951-2(7.2.1).

² Based on SANYO's Internet survey conducted in April 2009, covering 300 eneloop purchasers.