

News Release

GO GREEN THIS CHRISTMAS WITH SANYO

Newly enhanced eneloop Mobile Booster (KBC-L2BSP-S): Compact, powerful and affordable

Singapore, 29 October 2010 – With the ever increasing trend towards eco-friendliness, SANYO Energy (S) Corporation, a subsidiary of SANYO Electric Co., Ltd., wants to share the joy of giving this season with their latest eneloop Mobile Booster (KBC-L2BSP-S).

The new eneloop Mobile Booster (KBC-L2BSP-S) offers an unprecedented output current of 1A, twice as compared to its predecessor. This means the newly enhanced eneloop Mobile Booster (KBC-L2BSP-S) is capable of not only powering, but charging high consumption gadgets such as the iPad¹ and Blackberry². The higher output current also means that users can now charge their gadgets faster.

An ideal gift this festive season, the eneloop Mobile Booster (KBC-L2BSP-S) is perfect for holidays overseas, parties and late nights as it allows users to charge on-the-go and ensures gadgets are always juiced!



Powered by portable reserved batteries via USB/AC power point, with built-in USB terminals and an associated micro USB attachment, the eneloop Mobile Booster (KBC-L2BSP-S) is compatible with most electronic devices; from mobile phones like the iPhone¹ and the Sony Ericsson XPERIA³ to portable game consoles and MP3 players.

What's more, users will never have to worry about the eneloop Mobile Booster (KBC-L2BSP-S) going flat just as they step out of the house as its impeccable intelligence informs users of its current residual battery charge in four stages, a new feature aimed to make charging a breeze for Mobile Booster users:

- Lighted: Ready to user
- Set of three long flashes: Usage possible
- Set of three short flashes: Charging is required
- No light: No remaining power

*1 iPad and iPhone are registered trademarks of Apple Inc. KBC-L2BSP-S KBC-L2BS is the only model compatible with iPad.

*2 BlackBerry is a registered trademark of Research In Motion Limited. KBC-L2BSP-S KBC-L2BS is compatible with BlackBerry Bold and BlackBerry Storm.

*3 XPERIA is a registered trademark or trademark of Sony Ericsson Mobile Communications AB. KBC-L2BSP-S is compatible with XPERIA.



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URL: <http://eneloop.com.sg>

The eneloop Mobile Booster (KBC-L2BSP-S) will be available by 15 December at Best Denki, Dufry Singapore, Selfix D.I.Y, Spring Cass and other electronic stores at a recommended retail price of S\$89.90.

For high-resolution press photos, go to: <http://sanyo.com/news/press/download.html>

Outline and Background of 'eneloop'

'eneloop' was developed on the concept of "looping energy". Since the first launch of the revolutionary 'eneloop', an AA-sized Nickel-metal hydride rechargeable battery in November 2005, SANYO has designed and developed various battery cells, such as AAA-size 'eneloop' or the recently announced C- and D-size 'eneloop' and 'universal charger' in response to popular demand. With these 'eneloop' battery solutions, SANYO proposes creating a new "lifestyle that values reusing and recycling", contrary to the popular "use and throw away" lifestyle. The 'eneloop' battery combines the benefits of dry cell batteries by coming pre-charged with the economic and environmental benefits of rechargeable batteries, rechargeable approximately 1,500 times⁴. Having received and still continuing to receive high market acclaim, 'eneloop' battery shipments have reached an amazing cumulative total of 140 million cells to more than 60 countries worldwide (As of Oct 2010). In addition, SANYO has created a product series based on the 'eneloop' concept of "a lifestyle that values reusing and recycling" named the 'eneloop universe products'. For more information, please visit <http://www.eneloop.com.sg>

About SANYO

SANYO Electric Co., Ltd. is a global, leading provider of energy, environment and lifestyle applications. SANYO covers a broad range of products and services such as rechargeable batteries, photovoltaic systems, biomedical equipment, HVAC/R systems, digital imaging devices, home appliances, electronic components and others. For further information, please visit SANYO's web site at <http://sanyo.com/>.

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Specifications

SANYO eneloop L2B Mobile Booster

Set Content	<ul style="list-style-type: none"> • Lithium-ion Battery with USB Power Ports KBC-L2B main unit x 1 • Charger input USB cable x 1 • AC adapter x 1 • Micro USB attachment x 1 		
Output	5.0V/1A (1 Port)	5.0V/500mA (2 Ports)	
Output Time	5.0V/1A	5.0V/500mA	
	Approx. 2 hours	1 Port	2 Ports
		Approx. 4 hours	Approx. 2 hours
Size	70(W)x 62(H)x 22(D) mm		
Charging Time	AC Adapter	USB Input	
	Approx. 7 hours	Approx. 14 hours	
Weight	Approx. 130g		
Battery	Special high capacity li-ion battery		

*4 An indication based on International Electrotechnical Commission 61951-2: 2003 (7.4.1.1) testing method on battery life.