

News Release



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SANYO Energy Unveils New Eco-Friendly Products To The Singapore Market

Expansion of eneloop series to include C- and D-sized eneloop batteries, Universal Charger and eneloop universe products to include revolutionary 'eneloop solar light'

Singapore, May 14, 2009 - SANYO Energy (S) Corporation, a subsidiary of SANYO Electric Co., Ltd. (SANYO), is pleased to announce the extension of their eneloop series to include C- and D-sized batteries, and accompanying Universal Charger, as well as expansion of the eneloop universe products to include the 'eneloop solar light'. The 'eneloop universe products' is a product series based on the eneloop concept of a lifestyle that values reusing and recycling.

SANYO is one of the world's largest manufacturers of rechargeable batteries. Attesting to the quality and popularity of their rechargeable batteries, the award-winning 'eneloop' batteries have greatly increased the SANYO brand market share in the consumer market in Japan since its launch in 2005, having sold 80 million cells in more than 60 countries worldwide (As of end March 2009).

As the regional headquarters for South East Asia, Middle East and Africa, Singapore is the first country outside Japan to launch the four new products and enjoy the eco-benefits of these additions.

Sharing his thoughts on going green, Mr. Hiroaki Shirai, Head of Global Sales & Marketing of SANYO Mobile Energy Company said, "Despite increasing efforts of environmentally friendly practices in recent years, the well-being of the eco-system remains a concern for many. I'm proud to say that SANYO is one of the first few companies in the world that not only recognized the importance of preserving Mother Earth but spearheaded the translation of this vision into actual product offerings."

The eco-friendly C- and D-sized 'eneloop' rechargeable batteries, Universal Charger and 'eneloop solar light' were developed in alignment with SANYO's Think GAIA vision in its global effort to encourage a new lifestyle of 'reusing instead of disposing' as part of our everyday lives.

C- and D-sized 'enloop' batteries

In SANYO's continuous strive towards safe, quality and environmentally friendly products, these new batteries which are manufactured in Japan provide longer power supply with increased storage capacity. The new batteries are also equipped with an 'Overheating prevention function' with a built-in current protection device (a Positive Temperature Coefficient (PTC) device) which protects against overheating and electrolyte leakage, making them a safe and reliable option for both children's toys and commercial applications.

In line with the world-leading battery-maker's focus on the environment, the new C- and D-sized 'enloop' batteries will lead the pack in offering anti-bacterial exterior tubes for greater sanitation and cleanliness. This added feature is considerate towards user-hygiene for both average and commercial consumers to encourage repeated use of SANYO 'enloop' batteries by multiple parties, which can be charged approximately 1000 times*¹.

C- and D-sized 'enloop' batteries retail at S\$35.60 and S\$36.70 respectively and are available at Best Denki, Dufry, Sprintcass, Selffix, Challenger and Homefix from end July onwards.

Universal Charger

To encourage repeated usage, SANYO has introduced a versatile and sleek designed Universal Charger to simplify the recharging experience. With the ability to load a dozen 'enloop' rechargeable batteries into the Universal Charger at the same time, the voltage of each battery is monitored and controlled by a built-in microcomputer to prevent overcharging.

The Universal Charger allows up to four C- or D-sized 'enloop' rechargeable batteries in the upper four slots and up to eight AA- or AAA-sized 'enloop' rechargeable batteries in the lower four slots to charge simultaneously with adjustable positive terminals to accommodate desired battery sizes for greater flexibility.

The 'Universal Charger' also comes with a cover to prevent disruption from foreign objects and eight separate LED status light indicators to display battery charge status at a glance in blue and red.

The 'enloop' Universal Charger retails at S\$94.90 and is available at Best Denki, Dufry, Sprintcass, Selffix, Challenger and Homefix from end July onwards.

'enloop solar light'

The 'enloop solar light' taps into the natural, abundant resource of sunlight with SANYO's proprietary high efficiency "HIT solar cell" technology which was originally developed to be used as rooftop solar panels. With the introduction 'enloop solar light', SANYO aims to maximize the usability, portability and longevity of solar energy, made possible by built-in rechargeable battery.

The solar device comes with two kinds of LED-light – the highly bright panel light that comes with three configurations to be used in small spaces such as tents and rooms, and the beam light that doubles up as a flash light which comes in handy during emergency situations.

Users can choose to charge the built-in rechargeable battery from the solar cell or an AC power supply. This lighting device also doubles up as a charger for other power-hungry devices with a USB power

port built-in on the body of the light.

Additional features include the 'splash proof' water resistance, an 'AC adaptor' to enable charging from an AC power supply and a 'dedicated strap' which can be attached to the shoulder or tent hooks. Weighing at 800 grams, the 'eneloop solar light' is perfect for the outdoors and practical for everyday use, all while being environmentally friendly.

'eneloop solar light' retails at S\$255.00 and is available at Best Denki, Dufry, Sprintcass, Selffix, Challenger and Homefix from end July onwards.

SANYO will continue to offer an expanded line-up of the eneloop series and eneloop universe products in its global effort to develop a new lifestyle that focuses on reusing batteries more conveniently.

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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 1,000 times*¹. Having received and still continuing to receive high market acclaim, 'eneloop' battery shipments have reached an amazing cumulative total of 80 million cells to more than 60 countries worldwide (As of end March 2009). 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>

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

About SANYO

SANYO Electric Co., Ltd. (SANYO) is a global leader in providing solutions for the environment, energy and for lifestyle applications based on its Brand Vision 'Think GAIA'. SANYO Energy (S) Corporation is a part of SANYO's component group. SANYO Energy (S) Corp. is based in Singapore and markets high quality battery products in the regions of ASEAN, Indian Subcontinent, Middle East and Africa. For more information, please visit <http://www.sanyo.com>