



Powermax Battery, USA – July 14, 2010

## Forecasters Predict 2010 Hurricane Season to be more Active Than Normal

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**AC042 ACDelco™  
Emergency Storage Kit ¼ Pallet Display**

Since the first predictions issued in December of 2009, forecasters have been warning of increased hurricane activity for the 2010 season.

Now that it is finally upon us, reports are confirming that this year's hurricane season is expected to be more active than average, with estimates of 14-23 named storms, eight to 14 hurricanes and three to seven major hurricanes for 2010 released by NOAA (National Oceanic and Atmospheric Administration).

Unique conditions are also affecting the hurricane season which include the oil spill in the gulf and the cooler water from La Nina ripping the effects of El Nino, creating more frequent hurricanes.

Due to increased tropical storm activity, forecasters and PowermaxUSA urge that preparedness is always the best line of defense.

Common electricity interruptions and downed powerlines make electricity fixtures and generators obsolete. Fire officials note that candles cause an average of nearly 15,000 home fires each year resulting in preventable injuries, death and loss. Having Emergency Storage Kits can provide back-up power and light, prevent needless home fires and keep families safe and connected through the storm.

PowermaxUSA offers back-up power and light alternatives from batteries, flashlights and LED Lanterns, as well as an ACDelco™ Emergency Preparedness Storage Kit containing essentials:

- One AA flashlight - It is recommended that each member of a family have a flashlight or lantern as an alternative light source for emergencies.
- Complete assortment of AA, AAA, C, D, and 9V ACDelco™ Alkaline batteries – Ideal power source for flashlights, lanterns and radios during emergencies.
- Battery operated hand held AM/FM radio – It is important to stay connected to news broadcasts for updates and warnings.
- All contained in a durable weather-proof storage box.

In addition to being prepared for power outages, it is important to gather supplies such as nonperishable foods, water, blankets, clothing, and important documents.

The 2010 Hurricane Season runs from June 1 – November 30. Now is the time to be sure that you are well prepared to offer your consumer what they need to be prepared.



**AC039 ACDelco™  
Emergency Storage Kit**

Contact your PowermaxUSA rep for additional information on items mentioned in this release and more:



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