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News Release

For Immediate Release

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Remy Battery To Celebrate Grand Opening in Escanaba, Michigan

August 20, 2011 — Escanaba, MI — Milwaukee battery retailer Remy Battery is bringing its expertise and extensive product line to Escanaba, Michigan. The company will open a new location in Michigan's Upper Peninsula on October 1, 2010.

"Through long-standing relationships with local battery retail partners, Remy Battery has already served the Escanaba area for about 15 years," explains Mike Moeller, president of Remy Battery. "Area residents have longed relied upon quality Remy batteries, and now we will have our own location with expert staff and an extended product line."

Two Escanaba area individuals have joined the Remy team to run the new location. Chris Perryman, operations manager, is taking the lead in getting the new business up and running and will handle inside sales and ongoing management of the inventory, store and warehouse. Cliff Larsen, sales manager, is introducing the new business to area organizations and will handle all facets of external sales. Both men have solid experience in batteries and have gone through hands-on training at Remy Battery headquarters in Milwaukee.

"I've been talking to business owners throughout the Escanaba area since early August," shares Cliff Larsen. "The reception has been just tremendous. It's very clear that the community needs a service-oriented business like Remy Battery."

Remy will host a grand opening celebration at its new Escanaba location on October 8 from 10 a.m to 2 p.m. Free food and beverages will be offered and the first 100 guests will receive a promotional gift bag. The store is located at 1814 N. Lincoln Road.

"We're very excited to become a part of the Escanaba community," Moeller says. "Our business has always been about selling quality products and serving our customers. We look forward to continuing this tradition in Escanaba."

Family-owned and operated, Remy Battery has served the metropolitan Milwaukee area since 1931. The company carries a full line of quality branded batteries to meet all power needs, including automotive, commercial, lawn and garden, marine, motorcycle, cell or cordless phones, camcorder, laptop, two-way radios, emergency lighting, alkaline, booster packs, gel cell or uninterruptable power sources.

Remy Battery also offers a full line of battery accessories — from chargers and testers to cables and lugs — and provides free 15-minute installation, free electrical check, free battery recycling, custom battery designs and installations. Remy Battery is a Battery and Electrical Specialists Association (BESA) member. (www.besabattery.com)

For more information, call 800-455-7400 or visit www.remybattery.com.

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About Chris Perryman: Chris Perryman has called Escanaba home since 1993. He was in the U.S. Army for eight years, and also served as both active and inactive Army Reserve. Prior to joining Remy Battery, he worked as a mechanic for over-the-road equipment and in equipment parts sales. Perryman is a lifetime member of the Disabled American Veterans and the Veterans of Foreign Wars and a member of the American Legion. He has two children and five grandchildren. In his leisure, Perryman is an active hunter and fisherman and enjoys spending time with his family.

About Cliff Larsen: Born and raised in Rapid River, Michigan, Cliff Larsen graduated from Rapid River High School and enlisted in the U.S. Navy. Following his duty, he received an honorable discharge from the Navy and moved to Stevens Point, Wisconsin, where he spent the next 10 years. Larsen returned to the Escanaba area about 15 years ago and made a career selling commercial tires before joining Remy Battery. He is married and has three children. Larsen enjoys family activities, hunting and fishing.