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FOR IMMEDIATE RELEASE

**Looking back, looking ahead:
*European Portable Battery Industry releases the industry's first sustainability report***

Brussels, 22 March 2011 — The European Portable Battery Industry released yesterday its first sustainability report titled “Looking back, looking ahead”, which covers past achievements, ongoing efforts and future perspectives of the European Portable Battery Industry.

The report was launched at an event attended by representatives from the European Commission, battery recycling industry, compliance organisations, as well as battery and device manufacturers. The event included presentations from guest speakers Rosalinde van der Vlies, Deputy Head of Unit, European Commission on the European Commission’s sustainability policy and by Prof. Wim Dewulf, Leuven University on the importance of Life Cycle Assessments in the sustainability debate.

Hans Craen, Secretary General of EPBA started proceedings with a brief overview of the progress made by the portable power industry in the field of sustainable production and consumption since 1985 and went on to explain the industry’s future commitments which include developing life cycle science based methodologies for measuring the environmental footprint of waste batteries collection and recycling operations, and providing consumers with practical information.

“I am very proud of the achievements of our industry which are reflected in our first sustainability report. One way of looking at our success in reducing the environmental footprint of our batteries is to think of it as taking away 38 million car kilometers from our roads every year” said Patrick Hedouin chairman of EPBA, “But this report not only highlights what we have achieved in the last 20 years, it also lays out our future sustainability roadmap. Sustainability together with workable regulations and safe and high quality products is one of EPBA’s three key priorities and we are committed to continue to improve every aspect of our industry to preserve our environment for the benefit of present and future generations”.

In a letter of encouragement Commissioner Janez Potočnik said: “I am glad to see from EPBA’s sustainability report that this is something you understand all too well. I commend the work you have put into the report and your foresight. It shows me that resource efficiency is already a driving force for business. It is not an academic concept, it is practice that needs further expansion. For the benefit of business, of society and of our planet.”

-End-

About EPBA

The European Portable Battery Association is the authoritative voice of the portable power industry. It supports the common interests of its members regarding portable batteries and battery chargers with European institutions and other leading international bodies to provide consumers with complete power solutions which are sustainable across their life-cycle.

EPBA membership includes:

Regular members:

Cegasa International SA, Energizer SA, GP Batteries Europe B.V., Eastman Kodak Company, Panasonic Energy Europe N.V., Procter & Gamble International Operations, Renata AG, Sony Europe Ltd, Systems Sunlight SA, VARTA Consumer Batteries GmbH & Co. KGaA

Associate members:

Apple

Affiliate members:

National battery associations in Belgium, the Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Italy, the Netherlands, Norway, Poland, Portugal, Romania, Spain, Sweden, Switzerland, Turkey and the UK.

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For more information on EPBA and the Sustainability Report, visit www.epbaeurope.net and go to Sustainability.