

Superior Battery Manufacturing Company, Incorporated

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FOR IMMEDIATE RELEASE

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SUPERIOR BATTERY RECEIVES GOVERNOR'S AWARD FOR EXPORT EXCELLENCE

LEXINGTON, KY — Superior Battery has been awarded the 2010 Kentucky World Trade Center's Governor's Award for International Trade Excellence. This prestigious award recognizes Kentucky companies successfully engaged in international trade.

Announced during the trade center's annual World Trade Day, winners are selected on the uniqueness of the company's international business strategy, management's commitment to an organization-wide effort to achieving export success and the company's overall contribution to the local community through its efforts in world trade.

"We extend our heartiest congratulations to you and your company. Superior's outstanding achievements in export markets represent one of Kentucky's very best international trade success stories," Ying Juan Rogers, executive vice president with the Kentucky World Trade Center, wrote in her announcement letter to Superior Battery.

With an emphasis on excellence in customer service, Superior has penetrated foreign markets by offering U.S. made, high quality products backed by ongoing product innovation.

"Our exports have grown from 3 percent to nearly 30 percent of our overall sales in little more than three years," Superior CEO and President Randy Hart said. "While a large portion of the U.S. manufacturing market has been unstable since the inception of the recession, our growth in export markets has allowed Superior Battery to support and maintain our employee base."

Hart said the company has established business contacts and relationships with Canada, Dominican Republic, Haiti, Columbia, Venezuela, Saudi Arabia, Jordan, El Salvador, Chile, Japan, Ghana, and Kuwait. Hart adds that exporting has enabled Superior Battery to move forward despite the economic slowdown. While there is much demand for its batteries for automotive needs, he says many of its customers rely on Superior's quality-made deep cycle batteries to supply power through inverters for homes and businesses due to daily power outages.

J. Edwin Webb, president of the Kentucky World Trade Center, said Hart and his team understand the power of international trade.

"Superior Battery's partnership with the Kentucky World Trade Center and the U.S. Commercial Service offices allows the company to successfully compete in numerous international markets," Webb said. "For Kentucky manufacturers, one of every five jobs depends on exports and jobs supported by exports equates to higher wages. Exporting is a win/win/win for companies like Superior Battery, for Kentucky's manufacturing workforce and for our state."

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Sara Melton Moreno, international trade specialist with the U.S. Commercial Service in Lexington, commended Superior for taking advantage of export counseling and other programs to find additional foreign markets.

"Ninety-five percent of the world's potential consumers are outside of the United States, and Superior Battery is an excellent example of how Kentucky exporters are using international diversification to help weather economic slowdowns and sustain growth and employee levels," Moreno said.

Superior was one of only two companies that received the award at the Kentucky World Trade Center's World Trade Day 2010. Suresh Kumar, assistant secretary for trade promotion and director general of the U.S. and Foreign Commercial Service in the U.S. Commerce Department, was the keynote speaker with his presentation on "National Export Initiatives: Opportunities for the Bluegrass State." Past recipients of the award include United Parcel Service (UPS), Link Belt and Zoeller Pump.

Founded in 1983, Superior Battery Manufacturing Company Inc. is a recognized leader in providing reliable power sources for automotive, commercial, marine, lawn and garden and deep cycle applications. The company manufactures a diverse product line, including its highly acclaimed "Superlex" brand. Headquartered in Russell Springs, Ky., the company and its 165 team members serve distributors and suppliers across the United States and a growing number of foreign markets.

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