



News Release

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To be released immediately

SANYO Launches New ‘eneloopy’ Battery Checker to Celebrate Sales Achievement of 100 Million Cells Worldwide

Singapore, November 5, 2009 – In celebration of the global sales achievement of 100 million cells, SANYO Energy (S) Corporation, a subsidiary of SANYO Electric Co., Ltd. (SANYO), is pleased to announce that it will be launching a new ‘eneloopy’ battery checker at the upcoming Anime Festival Asia 2009. The event, held at Suntec Convention Centre from 21 November onwards, will be the first platform where consumers can lay hands on the new battery checker.

As the regional headquarters for South East Asia, Middle East and Africa, Singapore is the first country outside Japan to launch the ‘eneloopy’ battery checker and enjoys the eco-benefits of these additions.

First launched in November 2005, the remarkable global sales achievement of 100 million cells attests to the popularity of the rechargeable ‘eneloop’ batteries and the successful promotion of a lifestyle that encourages reducing, reusing and recycling.

Sharing his thoughts on the new product offering, Mr. Takehiro Matsui, Senior Manager of SANYO Energy said, “We are very happy to have come this far after years of investment and dedication to promote an eco-friendly lifestyle. It is rewarding to know that our efforts have paid off with us hitting our target of one million cells earlier than what we expected. We hope to share this joy with consumers with more new product offerings in the near future.”

Fun way to check your battery’s power

The new ‘eneloopy’ battery checker takes the form of the ‘eneloop’ mascot – ‘eneloopy’ – which bears a dog character. In 2006, a dog-shaped battery checker was created to be used as a campaign gift in Japan and has been popular in various sales campaigns ever since. In response to consumers’ demand, SANYO has decided to make this product commercially available in commemoration of the global sales achievement of ‘eneloop’ reaching 100 million cells.

The batter checker boasts an LED indicator on the eneloopy's nose to show the power status. By inserting an AA-size 'eneloop' in the dog's body and pressing the switch on the chest, the LED on the nose indicates the remaining battery level using four different colours. Two functional items in the form of food dishes and two bones are also bundled with the dog. By using a food dish as a spacer, an AAA-size 'eneloop' can be inserted into the "eneloopy" for battery-level checking. The bone serves as a tool for taking out a battery from the dog's body

SANYO will continue to spread its company vision, 'Think Gaia', by expanding the 'eneloop' series throughout the world so as to encourage adoption of a way of life that conserves our resources and protects our environment.

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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, 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>

About eneloop

"eneloop" originated from the concept of "looping energy." Since the first release of "AA-size eneloop" in November 2005 as a product which embodies the brand vision "Think GAIA," SANYO has been promoting a new "lifestyle that values reusing and recycling" contrary to the popular "use and throw away" lifestyle by launching a steady stream of reusable products in this series to the market.

The "eneloop" battery has received high market appraisal for its unique, user-friendly combination of having the advantages of both dry cell and rechargeable batteries. The batteries come pre-charged like a dry cell, and are economical and environmental as they are able to be recharged for repeated use as well as fully recyclable at the end of their life cycle. According to a company survey, the satisfaction level of "eneloop" users is over 90%*¹, and numerous companies now bundle "eneloop" batteries with their products. In total, over 100 million "eneloop" battery cells have been shipped to more than 60 countries worldwide (as of October 31, 2009).

To mark the celebration of achieving total "eneloop" sales of 100 million cells, SANYO Energy will be launching the new 'eneloopy' battery checker at Anime Festival Asia 2009 on 21 November.

To find out more, please visit eneloopy website at <http://www.eneloopy.sg>

*1 Based on SANYO's Internet survey conducted in April 2009, covering 300 eneloop purchasers

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