



Global Leader
in Stored Electrical Energy

Exide Technologies Launches Expansion of NASCAR® Extreme™ Battery Line at AAPEX 2009

Company Underscores Position as Innovative, Technological Industry Expert

Milton, Ga. - (October 29, 2009) - Exide Technologies, (NASDAQ: XIDE, www.exide.com), a global leader in stored electrical-energy solutions and the maker of the Official Battery of NASCAR®, announces the expansion of one of its premium offerings for the automotive aftermarket, the Exide® NASCAR® Extreme™ battery line. At the Company's exhibit at AAPEX 2009, the annual trade show representing the \$405 billion global automotive aftermarket, Exide will feature the recently introduced seven new part numbers joining its NASCAR® Extreme™ portfolio, a move that broadens the coverage for this product to nearly 70 percent of transportation vehicles on the road today.

Expansion of a Premium Product Line: The Exide® NASCAR® Extreme™

Launched in 2006 with five part numbers and sold through dealers, automotive repair shops and specialty retailers in the United States, the Exide® NASCAR® Extreme™ is a premium battery offering engineered to deliver optimal power, performance and durability in the harshest conditions.

The addition of seven new part numbers to the Exide® NASCAR® Extreme™ line 27-E108, 27F-E108, 36R-E108, 51-E108, 51R-E108, 59-E108 and 78-E108 - is a significant expansion to respond to customers who are keeping their vehicles longer. The line now fits nearly 70 percent of transportation vehicles in operation, representing an increase in coverage in an ever-changing marketplace.

"Increasing the coverage for our Exide® NASCAR® Extreme™ automotive battery offering demonstrates that our Company places high emphasis on serving customers in a rapidly changing marketplace as well as our versatility and ability to expand technological innovation across a high-performing, premium product line," said Bruce Cole, President, Transportation - Americas for Exide Technologies.

Performance Matters

Extreme temperatures and vibration are the leading causes of premature battery failure, the technology developed for the Exide® NASCAR® Extreme™ battery line was tested and proven under extreme conditions in taxi fleets in Las Vegas and Phoenix. In these environments, the batteries consistently lasted longer than other lead calcium products. Exide® NASCAR® Extreme™ batteries also offer one of the best warranties in the business a full 40-month free replacement and 108-month limited warranties, along with a 40-month, 24/7 jump start assistance program - providing unsurpassed total protection.

Exide's NASCAR® Extreme™ batteries also contain a number of features and benefits that make them technological leaders. The Exide Silver Shield positive grid technology offers protection against corrosion, while STABL-LOK® anchored plates resist vibration damage. The heavy-duty plates in the Exide® NASCAR® Extreme™ provide extra protection against the most challenging operating conditions, and a heavy cast-on strap resists cracking and provides stronger connections and longer battery life. Riveted side terminals complete the durable, corrosion-resistant design.

The batteries also can be charged by most standard battery chargers and alternators. Like other Exide Technologies offerings, these products are made with recycled lead and plastic, and can be recycled at the end of their service lives. Exide is one of the few battery manufacturers in the world with facilities to manufacture and recycle its own products.

More information about the Exide® NASCAR® Extreme™ batteries is available through 800-START-IT or at www.exide.com.

Innovative Leadership, Commitment to Quality

AAPEX is jointly sponsored by the Automotive Aftermarket Suppliers Association (AASA) and the Automotive Aftermarket Industry Association (AAIA). This year's event in Las Vegas, Nevada features more than 2,000 exhibitors, and the venue is expected to attract nearly 120,000 visitors from 124 countries around the world.

At AAPEX 2009, Exide's Transportation Americas business division will represent the Company at an exhibit in space #3735. The Exide display at this year's show is designed around the Company's position and tagline 'Start Positive. Stay Positive.™' illustrating the positives brought to everyday life by an Exide battery. In addition to new products, including the expanded NASCAR® Extreme™ line, visitors will have the opportunity to track Exide's innovation and progress in a number of areas, including:

- the launch of the **Exide® Extreme™ Cyclor 200** new Group 31 product designed to meet the ever increasing demands of the heavy duty aftermarket;
- **the Exide Power Central Premium Accessories Battery Line:** a recently introduced line of battery accessories that includes a core offering of premium products from seven different categories - booster cables; battery chargers and maintainers; chemicals and preventative maintenance; power inverters; battery terminals and cables; battery testers; and service tools. Exide developed the product line to make it easier for customers to increase sales and better serve their own customers by providing products that complement the Exide battery product line;
- the Company's **new graphic identity:** featuring a new signature look and feel for the Exide® battery brand across all transportation product categories including automotive, heavy-duty, marine and specialty; the campaign also educates customers and improves the battery selection experience through new labeling, bold visuals and performance icons that clearly differentiate among **Good, Better, Best** transportation offerings;
- **Exide's new warranty program:** the easy-to-understand program supports the new **Good, Better, Best** marketing strategy and reinforces the Company's commitment to delivering quality products across its Classic®, NASCAR® Select®, NASCAR® Extreme™ and Orbit® battery lines.

"Now, more than ever before, Exide is becoming known as the battery supplier to the aftermarket," said Cole. "As a full-line manufacturer with strong brand equity, Exide offers not only the best nationwide warranty in the business, but also operates a strong, comprehensive network of more than 60 sales branches that ensures the delivery of quality product to our customers."

The AAPEX 2009 show opens at the Sands Expo Center in Las Vegas, Nevada on November 3 and runs through November 5. More information is available at www.aaiwshow.com, www.aapexshow.com, and at www.exide.com.

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About Exide Technologies

Exide Technologies, with operations in more than 80 countries, is one of the world's largest producers and recyclers of lead-acid batteries. The Company's four global business groups -- Transportation Americas, Transportation Europe and Rest of World, Industrial Energy Americas and Industrial Energy Europe and Rest of World -- provide a comprehensive range of stored electrical energy products and services for industrial and transportation applications.

Transportation markets include original-equipment and aftermarket automotive, heavy-duty truck, agricultural and marine applications, and new technologies for hybrid vehicles and automotive applications. Industrial markets include network power applications such as telecommunications systems, electric utilities, railroads, photovoltaic (solar-power related) and uninterruptible power supply (UPS), and motive-power applications including lift trucks, mining and other commercial vehicles.

Further information about Exide, including its financial results, are available at www.exide.com.

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