



WHEN QUALITY AND PERFORMANCE COUNT



THE COMPLETE BATTERY LINE

AUTOMOTIVE / LTV

One of the most complete lines available on the market today
with virtually any size for any application.



INTERNATIONAL (EN)

Consists of the most popular EN (European Norm) sizes designed to match cover designs, dimensional configurations, hold-down requirements, and critical venting systems of original equipment.



ORDNANCE

Specifically designed to meet military specifications such as power and reliability requirements.



MARINE

Starting, deep cycle, and dual purpose batteries provide the right type of power for virtually any marine need.



LAWN & GARDEN

Durable batteries fit a variety of small engine applications and last longer in demanding outdoor use.



COMMERCIAL

*Rugged, heavy-duty power for power demanding applications.
One of the broadest selections in the industry.*



SCRUBBER / SWEEPER

Long-life performance with a complete line of 6- and 12-volt sizes.



VINTAGE

Built tough to handle the demands of vintage and light commercial vehicle needs.



GEL / AGM

The premium choice for power, nonspillable performance, and longer cycle life service.



GOLF CAR / EV

Superior performance with deep cycle power designed to meet the needs of the golf car/electric vehicle market.



ETX / POWER SPORTS

Premium quality, ready-to-install AGM technology ideal for all power sports vehicles.



MOTIVE POWER

A complete selection of high quality motive power batteries with long cycle life and the industry's best service.



RESERVE POWER

Deka Unigy® batteries provide highly advanced battery power to meet the demands of critical backup systems.



ACCESSORIES

High quality wire, cable, and battery accessory products complement any battery line.

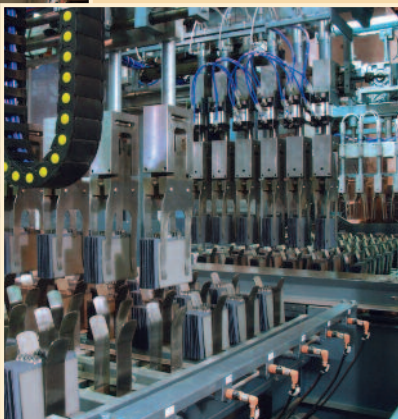


The **Deka**® Difference

Leading-edge manufacturing, using the industry's most modern computer-integrated equipment, has made East Penn the leader in advanced battery manufacturing technology. State-of-the-art computerization is implemented in every phase of battery production.



Distribution Center



Computer-integrated and robotic manufacturing systems

With the industry's leading technical staff and resources, East Penn's engineering team keeps the company at the forefront of battery research and development. East Penn is constantly utilizing the latest technology and equipment to create innovative new products.



A large truck fleet connects our extensive distribution network

East Penn's large, modern truck, trailer and van fleet is on the road continually, keeping distributor and retailer stocks available when and where merchandise is needed. A fully equipped maintenance garage keeps the fleet rolling around the clock.

East Penn has an extensive North American distribution network including strategically located distribution centers and almost 90 warehouses. These centers are located throughout the US and Canada to best service its wide customer base. A highly sophisticated "real time" inventory/order processing computer provides accurate order tracking and fast customer service.

ENVIRONMENTAL PROTECTION PROGRAM

East Penn is committed to implementing the highest environmental standards labeling this seventy-year plus tradition its "Environmental Protection Program." Through state-of-the-art recycling facilities and a companywide dedication to environmental health and safety, the company has made safe recycling and environmental stewardship an everyday practice.

The company's lead smelter and refinery is a model for the industry recycling virtually 100% of every used lead-acid battery component brought to its facility. East Penn built the battery industry's first acid reclamation plant, avoiding potentially hazardous acid disposal.



Furnace and Smelter



Wastewater treatment

The company also treats and reuses wastewater from its manufacturing plants in two modern Wastewater Distillation and Treatment Plants reducing the use of precious groundwater by over 100,000 gallons per day. Companywide sustainability initiatives spread throughout its facilities such as collections to recycle paper, cardboard, plastic, used aluminum cans, and glass bottles.



East Penn was one of the first in the nation to install a scrubber unit, which eliminates sulfur dioxide emissions. The company continually monitors the ambient emissions around its plant site, which continues to decline even with a steady increase in production.

The company's modern facilities as well as long-standing "green" culture has made East Penn the most environmentally conscious and proactive battery manufacturer and recycler in the world.



CENTRAL SERVICES

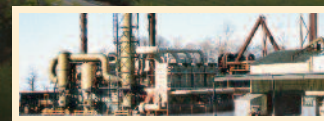


AUTOMOTIVE BATTERY PLANT A-3

QUALITY SYSTEM
CERTIFIED
ISO 9001
ISO/TS 16949
ENVIRONMENTAL
SYSTEM CERTIFIED
ISO 14001



KELLER TECHNICAL CENTER



SMELTER AND REFINERY



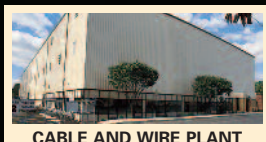
DISTRIBUTION CENTER



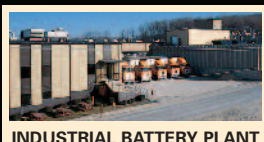
SPECIALTY BATTERY PLANT S-1



AUTOMOTIVE BATTERY PLANT A-4



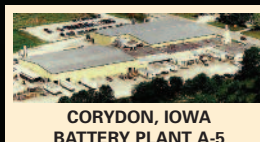
CABLE AND WIRE PLANT



INDUSTRIAL BATTERY PLANT



**INJECTION MOLDING /
FLEET MAINTENANCE**



**CORYDON, IOWA
BATTERY PLANT A-5**



OXIDE / RAIL SIDING

World's Largest and Most Modern Single-Site Battery Manufacturing Facility

Since 1946, East Penn has been producing high quality batteries and battery accessories for the automotive, commercial, marine, industrial, stationary, and specialty markets.

Facilities at its 520-acre manufacturing complex at Lyon Station, PA include four automotive battery plants, an industrial battery plant, a specialty battery plant, a state-of-the-art oxide facility, an innovative recycling infrastructure, and dozens of vertically integrated capabilities and other support facilities. An additional manufacturing facility in Corydon, IA helps accommodate widespread growth. East Penn owns and operates a wire, cable, and battery accessory plant and a multiple facility distribution center just miles away from its Lyon Station complex.

New high-tech facilities and computer monitoring and control systems have made the company an industry leader in advanced battery manufacturing.

East Penn's quality manufacturing is recognized worldwide and has met the global requirements of ISO 9001 and ISO/TS 16949 certification standards. East Penn is also a leader in innovative recycling and has met global environmental requirements of ISO 14001 certification standards.

Staffed with a long-term management team, East Penn is an independent company committed to the future and dedicated to producing high-class products and service to assure complete satisfaction, above and beyond the industry standard, to our partners and customers worldwide.



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