

## News Release

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## HARDING ENERGY INTRODUCES NEW, MORE POWERFUL QUEST<sup>®</sup> RECHARGEABLE BATTERIES

*Quest<sup>®</sup> Platinum 1800 mAh NiMH Batteries Provide More Power at a Lower Price*

ORLANDO, FL — *February 25, 2002* — The newest generation of more sophisticated and functional digital still cameras, especially those in the four megapixel and above “prosumer” market segment, require more powerful, more dependable and longer lasting batteries to deliver top performance. Harding Energy meets this need with its new Platinum line of Quest<sup>®</sup> rechargeable nickel metal hydride (NiMH) AA batteries and charger kits, announced at the Photo Marketing Association International Trade Show held here today.

Quest<sup>®</sup> Platinum batteries provide 1800 milliamp hours (mAh), 12.5% more power than its predecessor, Quest<sup>®</sup> Gold batteries, with a suggested retail price of \$14.99 for a four-pack of AA Platinum batteries, 15% lower than the price for Quest<sup>®</sup> Gold batteries. In addition, Harding Energy has increased the power of its standard (green label) Quest<sup>®</sup> rechargeable batteries from 1300 mAh to 1500 mAh and has reduced the price of a four-pack of AA batteries by 15%, to \$9.99.

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“To operate properly, today’s top of the line digital cameras require batteries that deliver a minimum of 1600 mAh or more,” said Steve Morgan, director of marketing, Harding Energy, Inc. “Our new Quest<sup>®</sup> Platinum batteries exceed this requirement by a comfortable margin. It’s common knowledge throughout the industry that the biggest complaint about digital cameras is the fact that they consume battery power at a rapid pace. Our Platinum line is a direct response to a digital camera owner’s need for longer lasting, more reliable power. The fact that we can deliver a better battery at a lower price is even more reason to buy Quest<sup>®</sup>.”

Quest<sup>®</sup> Platinum NiMH rechargeable AA batteries will be available in March 2002 in packs of four at a suggested retail price of \$14.99. Quest<sup>®</sup> Platinum batteries will also be available in a new charger kit. *(Please see related news release on the new Q2 Plus fast charger and Quest<sup>®</sup> Platinum battery kit.)* The new, more powerful 1500 mAh Quest<sup>®</sup> standard NiMH rechargeable AA batteries will also be available in March 2002, with a suggested retail price of \$9.99.

The Q2 Plus Charger Kit suggested retail price is \$49.96 and includes:

- Q2 Plus high performance 1-3 hour AA & AAA charger
- Four Quest<sup>®</sup> Platinum NiMH batteries
- 110V AC power supply
- 12V Auto Adapter
- Two Quest<sup>®</sup> battery holders

The Standard Overnight Charger Kit suggested retail price is \$17.99 and includes:

- Overnight charger
- 110V AC power supply
- Four Quest<sup>®</sup> standard NiMH AA batteries

## **Distribution**

The primary distributor for Quest batteries in the U.S. and Canada is Minolta Corporation, Ramsey, New Jersey. ***For information on how to become a Quest battery dealer, contact Steve Morgan, Harding Energy, 231-798-7033, [harding@novagate.com](mailto:harding@novagate.com).***

## **Harding Energy, Inc.**

Harding Energy, Inc., headquartered in Norton Shores, Michigan, is the only battery manufacturer in the world exclusively dedicated to nickel metal hydride (NiMH) technology, from cell assembly to custom battery pack design and construction. Harding Energy’s batteries are created from American invented, patented and proven technology. They are produced in a state-of-the-art facility in Michigan by dedicated battery experts committed to quality and excellence in manufacturing better energy solutions. This modern facility includes a fully equipped quality control department,

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where all materials and components are rigorously tested before being released to production and where finished products are inspected prior to shipment

Harding Energy is a true single source supplier, offering a full range of batteries and packaging. The company controls all aspects of cell manufacturing, battery assembly and packaging, resulting in substantial cost savings and faster turnaround time. The *Harding Service Program* offers specialized cell design, customized chemistry, charging methods, just-in-time delivery and much more.

***Please visit the Harding Energy web site at [www.hardingenergy.com](http://www.hardingenergy.com).***

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