

News Release

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See Quest Rechargeable Batteries at PMA in Minolta's Booth, J76

MINOLTA SELECTS HARDING ENERGY'S QUEST GOLD NiMH RECHARGEABLE BATTERIES FOR THEIR DIGITAL CAMERA LINE

Fast-charging nickel metal hydride batteries will be included with all Minolta digital cameras

LAS VEGAS, NV — February 3, 2000 — Minolta digital camera users now have dependable, longer lasting batteries to ensure digital picture taking satisfaction. Four Quest Gold nickel metal hydride (NiMH) AA rechargeable batteries and a recharging unit from Harding Energy, Inc. will be included with all Minolta digital cameras at no additional cost to the consumer. The Minolta digital cameras featuring Quest batteries include: the new Dimâge 2300, announced at PMA 2000; the Dimâge RD 3000 professional digital SLR; the Minolta 3D 1500 digital three dimensional camera; and the Dimâge EX ZOOM/WIDE 1500.

“With the growing popularity of digital cameras, demand is increasing for batteries that can meet their high-drain demands,” said Dan McAdams, president, Harding Energy, Inc. “We are very pleased that a leader in digital cameras, Minolta Corporation, selected Quest Gold Batteries for their line of digital camera products. Our batteries are specially designed to deliver more power over a longer period of time, allowing digital camera users to take up to twice as many pictures, on a single charge, as nickel cadmium batteries (NiCAD) and up to ten times as many pictures as alkaline batteries.”

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Minolta Corporation Selects Quest Batteries

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“We know from past experience that the number one complaint of digital camera users is high battery consumption,” said Jon Sienkiewicz, vice president, marketing, Consumer Products Group, Minolta Corporation. “We further know that when our customers use Quest batteries with their Minolta digital cameras, satisfaction is much higher. Whether you’re just a casual photographer or a seasoned professional, you don’t want to miss a shot because of drained batteries. By including Quest NiMH batteries with our cameras, we ensure that our customers will have reliable power when they need it.”

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 Jeff Van Scoyk, national digital sales manager, Minolta Corporation, 303-699-7262, or e-mail: jvanscoyk@minolta.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 manufactured using 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, where 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 battery designs and packaging. The company is experienced in all aspects of cell manufacturing, custom battery pack and charger design and assembly. These diverse capabilities result in significant cost savings to the customer and reduced lead times. The *Harding Service Program* adds value to the customer’s product(s) through design and component optimization and the efficient manufacture of a high performing, high quality battery product.

Please visit the Harding Energy web site at www.hardingenergy.com.

For information about Minolta digital camera products, visit their web site at www.minoltausa.com.

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