

News Release

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HARDING ENERGY INTRODUCES NEW, MORE POWERFUL QUEST[®] PLATINUM² RECHARGEABLE BATTERIES

Quest[®] Platinum² 2100 mAh NiMH Batteries Provide More Power at a Lower Price

LAS VEGAS, NV - March 1, 2003 - The newest generation of more sophisticated and functional digital still cameras are "power hungry," demanding more reliable and consistent power to provide the best picture-taking experience. Quest[®] rechargeable nickel metal hydride (NiMH) batteries meet this need with its **new Platinum² line of 2100 mAh (milliamp hours) AA batteries**, the most powerful NiMH batteries on the market today. The new Platinum² rechargeable batteries are being introduced today at the Photo Marketing Association (PMA) trade show held in Las Vegas, NV.

Quest[®] Platinum² batteries provide 2100 milliamp hours (mAh), 16.6% more power than its predecessor, Quest[®] Platinum batteries, with a suggested retail price of \$14.99 for a four-pack of AA batteries.

"To operate properly, today's top of the line digital cameras require batteries that deliver a minimum of 1800 mAh or more," said Steve Morgan, director of marketing and sales, Harding Energy, Inc. "Our new Quest[®] Platinum² 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 Platinum² 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 competitive price is yet another reason to buy Quest[®]."

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Quest[®] Platinum² NiMH rechargeable AA batteries will be available in March 2003 in packs of four at a suggested retail price of \$14.99. Quest[®] Platinum² batteries will also be available in a new compact charger kit. *(Please see related news release on the new Compact Fast Charger and Quest[®] Platinum² battery kit.)*

Product Images

To download digital images of Quest[®] Platinum² batteries or an electronic version of this release, please visit the Harding Energy FTP site, <ftp://images@questbatteries.com>
Login: images Password: 2100images

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, smorgan@hardingenergy.com, 231-798-7033.***

Harding Energy, Inc.

Harding Energy, Inc., headquartered in Norton Shores, Michigan, is a world wide manufacturer of 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.

Harding Energy is a true single source supplier, offering a full range of batteries, chargers, 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.

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