



News Release

TO:

DATE:

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FOR FURTHER INFORMATION CONTACT:

Ms. Donna Snyder



DURACELL is the Official Marine Battery of Jimmy Houston



New Duracell marine batteries are the official marine batteries of fishing legend Jimmy Houston.

Jimmy Houston, America’s favorite fisherman, is in his 32nd year on national television with Jimmy Houston Outdoors, which ranked as the #1 outdoor show on ESPN for 20 years. He is now featured on Versus network and 7 additional Cable networks.

A legendary angler, Jimmy was inducted into the IGFA, National Fishing, and the Professional Bass Fishing Hall of Fame. He represents most of American’s top outdoors related companies, and now represents America’s most recognized brand for trusted battery power.

Duracell premium marine batteries feature AGM technology that enables fishing enthusiasts and boaters alike to start stronger and troll longer with a name they can trust.

These CopperTop batteries provide maximum power to easily handle today’s growing number of electronic boat accessories. Their advanced technological design delivers 2 times the durability and dependability for superior marine performance that fishing professionals can rely on.

For more information on Duracell marine and automotive batteries, visit www.driveduracell.com.

East Penn Manufacturing Co., Lyon Station, PA, is the manufacturer of Duracell high quality lead-acid batteries. The company is a leading manufacturer of batteries and accessories for the automotive, telecommunications, UPS, commercial, marine, and motive power markets. The company’s quality and environmental systems for its entire 520-acre complex have been certified to ISO 9001:2008, ISO/TS 16949:2009, and ISO 14001:2004 requirements.

