



## News Release



<b>TO:</b>

<b>DATE:</b>	<b>FOR FURTHER INFORMATION CONTACT:</b>
June 21, 2010	Ms. Donna Snyder

### **DURACELL is the Official Marine Battery of Roland Martin**



*New Duracell marine batteries are the official marine batteries of fishing legend Roland Martin.*

Roland Martin’s extensive Professional Tournament Angler career includes 20 first-place finishes, 19 second-place finishes, 24 appearances in the BASS Master Classic, and 9 time B.A.S.S. Angler of the Year title. He was inducted into the IGFA, National Fishing, and the Professional Bass Fishing Hall of Fame.

For the past three decades, Roland has given viewers the scoop on how to outsmart a variety of gamefish on Fishing With Roland Martin, a half hour series on Versus network. The show features fishing tips and the newest items on the market like Duracell Marine Batteries, one of 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](http://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.

