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Interstate Batteries Celebrates November 15, America Recycles Day

Lead-Acid Batteries Top the List of the Most Highly Recycled Consumer Products

DALLAS, Nov. 13 /PRNewswire/ -- In honor of America Recycles Day on Nov. 15, Interstate All Battery Center (IABC), the franchise concept for 58-year-old Interstate Batteries will kick-off its national six-week recycling drive at each of the company's 157 locations from Nov. 16 through Dec. 31. Customers can bring in a used car, laptop or cell phone battery in exchange for a free pack of alkaline batteries (AA, AAA, etc.) and a coupon for 20 percent off their next purchase.

Interstate Batteries takes pride in being the #1 battery recycler in the U.S. with more than 850 million pounds of batteries recycled last year.

"It's important that as a company we're good stewards of the earth we live on," said Interstate All Battery Center Director of Franchise Operations, Jim Eades. "Each of us can take specific actions which contribute to improving recycling rates. Recycling lead-acid batteries, though often overlooked, makes a tremendous difference in lessening the impact they have on the solid waste stream."

According to the Battery Council International, lead-acid batteries actually top the list of the most highly recycled consumer product. In fact, more than 97 percent of all lead-acid batteries are recycled, compared to just 55 percent of aluminum soda and beer cans. However, a majority of the recycling of lead-acid batteries is done by service centers that perform battery replacements; most people remain unaware that they can recycle car, motorcycle, lawn and garden, and marine batteries. The company will even accept batteries from portable power solutions such as cell phones, laptops and cameras.

IABC has partnered with Call2Recycle, a non-profit organization that collects rechargeable battery and

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cell phones for free throughout North America. Since 1994, Call2Recycle has diverted 50 million pounds of rechargeable batteries from the solid waste stream and this year alone the partnership garnered more than 94,550 lbs. of used rechargeable batteries.

"The relationships we have with responsible, caring companies like IABC are key to advancing our efforts to protect the environment," said Linda Gabor, Vice President of Marketing and Account Management of RBRC, which operates Call2Recycle. "IABC has shown a true commitment to making our communities better places to live."

About Interstate Batteries

Founded in 1952 and based in Dallas, Texas, Interstate Batteries is comprised of a privately held group of companies who sell, market and distribute all types of batteries and related products. Its member companies operate retail All Battery Center stores, provide franchising opportunity and support, and distribution through a state-of-the-art distribution center in Des Moines, Iowa. Interstate Batteries also provides products and services for motive and critical power needs through PowerCare Service and Solutions, Inc. Interstate Batteries is "#1 in Batteries," best known for its system of nearly 300 distributors who service more than 200,000 locations selling automotive, marine/RV, commercial and other types of SLI products throughout the United States, Canada and select international locations.

Since Interstate's beginnings, recycling batteries has been a key part of the services the company offers. Last year alone, Interstate returned more than a billion pounds of lead-acid batteries to government-regulated smelters across the United States for recycling. Interstate Batteries also offers batteries and information online at www.InterstateBatteries.com.

About Interstate All Battery Center

Founded in 1952 and based in Dallas, Interstate Batteries is a privately held group of corporations, which includes a company with 298 distributors that service more than 200,000 dealers throughout the United States, Canada and select international locations. Interstate is the top-selling replacement automotive brand battery in North America, selling more than 15 million units annually. Interstate All Battery Center currently has more than 157 locations serving 50 states, Puerto Rico, the Dominican Republic and Canada. For additional information about the franchise offer, please visit www.allbatteryfranchise.com. Customers can visit www.interstatebatteries.com to find the nearest All Battery Center.

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SOURCE Interstate All Battery Center

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