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Interstate Batteries Sets All-Time Sales Record - Interstate All Battery Center Division Also Posts Double Digit Growth

INTERSTATE BATTERIES, NORTH AMERICA'S TOP BATTERY REPLACEMENT BRAND, SET ITS ALL-TIME ONE-MONTH SALES RECORD IN JANUARY WITH MORE THAN 1.5 MILLION AUTOMOTIVE BATTERIES SOLD, NEARLY 11 PERCENT OVER ITS PREVIOUS RECORD IN OCTOBER 2009.

PR Newswire

DALLAS, March 3 /PRNewswire/ -- [Interstate Batteries](#), North America's top battery replacement brand, set its all-time one-month sales record in January with more than 1.5 million automotive batteries sold, nearly 11 percent over its previous record in October 2009. The 58-year-old company has tracked its monthly sales for 50 years.

The record-breaking month also brought another sales milestone. Dallas-based Interstate sold its 300 millionth automotive replacement battery in January - almost one battery for every single American.

"This incredible accomplishment wouldn't have been possible without the strong commitment of our distributors and team members," said Interstate Batteries President and CEO Carlos Sepulveda. "Customers know that they can depend on our top quality products and unparalleled service - two key factors we attribute to our success."

Despite the down economy, four Interstate distributors reached the one million automotive batteries sales mark in 2009. And in January 2010, Interstate Batteries of Southern California sold its 2 millionth automotive battery, a milestone that's been reached only 10 times in the company's history.

Interstate Batteries' franchise system, Interstate All Battery Center (IABC), also saw double-digit growth in 2009. The 10-year-old system put up its highest sales numbers ever, with a 22 percent growth over 2008, and added 175 locations in 2009. IABC stores offer more than 16,000 kinds of batteries, from cell phone, hearing aid and laptop batteries to alkaline and automotive batteries. The American battery market is project to hit \$16.8 billion by 2012.

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." It's best known for its outrageous dependability - including the nation's best warranty - and has a system of nearly 300 distributors that 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 [InterstateBatteries.com](#).

Visit us on [Facebook](#) at Interstate Batteries or follow us on [Twitter](#) at InterstateBatts.

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