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FUJI ENVIROMAX™ BATTERIES - ECO-RESPECTFUL, HIGH PERFORMANCE

TO BE SOLD IN TARGET STORES NATIONWIDE

MAHWAH, NJ (July 2009) – **Fuji EnviroMAX™**, one of the first **eco-respectful, high performance batteries on the market**, will be available to consumers in Target stores nationwide on July 26. The much-anticipated battery line, which comes in Super Alkaline and Digital Alkaline varieties, was just awarded the **National Parenting Center Seal of Approval** for its “Impressive Performance” and “Environmentally Respectful Manufacturing Process” as well as the **iParenting Media Award** for “Outstanding Product”.

Fuji EnviroMAX batteries bring long-awaited peace-of-mind to consumers who “**live green**” when choosing consumable products. The batteries:

- **do NOT contain poisonous cadmium, lithium, or mercury**
- **are packaged with recycled paper and fully recyclable PET plastic.**
- **can be harmlessly disposed of through normal waste systems**
- **do not contain ingredients harmful to the environment**
- **are landfill safe as they degrade**
- **equal or exceed performance/longevity of major equivalent brands**
- **offer outstanding performance at an affordable cost**

The **Super Alkaline**, available in **AA, AAA, C, and D** (MSRP \$3.99), offer unexcelled power for the most common applications such as toys, remotes, or flashlights. **Digital Alkaline**, available in **AA and AAA** (MSRP \$5.99), are engineered to provide superior performance in high-drain electronic devices such as digital cameras, radios and video games.

Fuji EnviroMAX batteries are made in some of the world's most eco-respectful battery plants, operating under ISO 14001 environmental certification, under the strictest standards of environmental responsibility. Most of all resources used in the **Fuji EnviroMAX** manufacturing process are reused and recycled. The result is batteries that meet a world standard for environmental responsibility and recyclable materials.

For more information about **Fuji EnviroMAX** batteries, please visit www.greenfuji.com.

About Fuji Batteries FDK of Japan

The company conforms to a “total green” manufacturing system and practices the “Three R’s” approach to Reduce, Reuse and Recycle. Fuji Batteries also freely discloses environment-related information on its business activities, products and services and utilizes any feedback to further improve its environmentally-responsible programs. **Fuji EnviroMAX** batteries, as all Fuji Batteries, are made in ISO-certified production plants that operate under some of the world's strictest standards of environmental responsibility.

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Please follow your state and local regulations regarding the proper disposal of all batteries.