

**Universal Power Group Launches Power Sports Battery Line  
UPG Debuts Adventure Power(R) Products at  
Dealer Expos Show Feb. 13-16 in Indianapolis**

CARROLLTON, Texas--(BUSINESS WIRE)-- Universal Power Group, Inc. (NYSE Alternext US: UPG) is launching a complete line of power sports batteries at the upcoming 41<sup>st</sup> annual Dealernews International Powersports Dealer Expo in Indianapolis, adding another key category to its growing list of product offerings.

The Adventure Power® series is a complete line of batteries designed for motorcycles, scooters, ATV's, PWC, snowmobiles, and American V-Twins. These batteries are designed, engineered and tested in accordance with JASA's JIS D 5302, the internationally accepted standard for power sports batteries.

UPG's Adventure Power® line includes a specially designed series of batteries for American V-Twin motorcycles, making UPG one of the few companies able to offer a battery to suit the unique needs of this large and demanding market. In 2008, approximately 660,000 motorcycles were sold in the U.S., according to the Motorcycle Industry Council. Harley-Davidson, the largest and oldest manufacturer of motorcycles in this segment, has enjoyed a near 50% market share of all new street motorcycles sold in the U.S. every year for most of the 21st century, and UPG has a battery to fit every model made since 1964.

UPG will be displaying its Adventure Power series at the Dealernews International Powersports Dealer Expo on February 13-16 at the Indianapolis Convention Center, Booth 5711.

"Given the market opportunity, this is another exciting product launch for UPG in 2009," said Ian Edmonds, interim president and CEO of UPG. "Through new product launches, strategic alliances and acquisitions, we continue to penetrate new markets, such as the hunting accessories and automotive power accessories, and now motorcycles and power sports. As we increase our product offerings, we can offer our retail and strategic partners a more complete line of batteries and power accessories, while also giving UPG opportunities to add services and new distribution outlets. Additionally, our Adventure Power® series is a solid example of UPG's growing product development capabilities, which are vital to the continued growth of our core business."

**About Universal Power Group, Inc.**

Universal Power Group, Inc. (NYSE Alternext US: UPG), is a leading provider of third-party logistics and supply chain management services, and a distributor of batteries and power accessories to various markets. UPG's supply chain services include procurement, warehousing, inventory management, distribution, fulfillment and value-added services such as sourcing, custom battery pack assembly, coordination of battery recycling efforts, custom kitting, and product design and development. UPG's range of product offerings include proprietary brands of industrial and consumer batteries of all chemistries, chargers, cellular and Bluetooth accessories, jump-starters, 12-volt accessories, solar panels, and security products. For more information, please visit the UPG website at [www.upgi.com](http://www.upgi.com).

## **Forward-Looking Statements**

Statements in this press release that are not statements of historical or current fact constitute "forward-looking statements." Such forward-looking statements involve known and unknown risks, uncertainties and other unknown factors that could cause the Company's actual operating results to be materially different from any historical results or from any future results expressed or implied by such forward-looking statements. In addition to statements that explicitly describe these risks and uncertainties, readers are urged to consider statements that contain terms such as "believes," "belief," "expects," "expect," "intends," "intend," "anticipate," "anticipates," "plans," "plan," to be uncertain and forward-looking. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in the Company's filings with Securities and Exchange Commission. Historical financial results are not necessarily indicative of future performance.

Source: Universal Power Group, Inc.

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