

Universal Power Group Partners with Energizer to Aid Motorists UPG and Energizer to Produce Portable Power Products for Vehicles

CARROLLTON, Texas--(BUSINESS WIRE)--Jan. 6, 2009--Universal Power Group, Inc. (NYSE Alternext US: UPG) today announced it is working with Energizer Holdings, Inc. to develop a line of efficient, reliable and user-friendly automotive products that can charge portable devices, jump-start a car and even inflate a tire while on the go. The innovative new Energizer-branded product line, scheduled to appear on retail shelves in summer 2009, includes:

- an inverter that will allow motorists to convert power from the vehicle's DC adapter to AC and USB outlets.
- a jump starter that will allow stranded motorists to jump-start their vehicles wherever they are, without requiring a second vehicle.
- an all-in-one product that combines the functionality of an inverter and jump-starter and adds an air compressor, so tires can be inflated as needed.

Energizer and UPG, a leading provider of third-party logistics and supply chain management services, and a distributor of batteries and power accessories, are launching three initial SKUs of their new product line at the International Consumer Electronics Show in Las Vegas, January 8-11. Several products within the line, which have suggested retail prices ranging from \$39.99 to \$139.99, will be on display at the UPG booth, #74437, located in Hall B of the Sands Expo Convention Center. Additional products to be marketed under the Energizer brand are scheduled for introduction in the summer of 2009.

"We are excited to have this opportunity to combine our expertise in portable power and technology with a trusted household brand like Energizer," said Randy Hardin, president and CEO of UPG. "Our partnership represents a trusted brand platform for consumers who expect quality and reliability from their portable power products."

"Partnering with UPG makes sense for Energizer, our retail partners, and for consumers," said Danielle Kyriakos, director of new business development at Energizer. "At Energizer, we are committed to delivering innovative solutions to power people's lives. We developed these products with UPG to provide solutions with the user in mind. They were designed to be more user-friendly and less intimidating, giving people the power they need wherever and whenever they need it whether they are at home, on the road, or at a campsite."

The new line of products from Energizer and UPG will be available through automotive, mass merchandise, and other retailers.

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.

About Energizer

Energizer Holdings, Inc. (NYSE: ENR), www.energizer.com, headquartered in St. Louis, Missouri, is one of the world's largest manufacturers of primary batteries, battery-powered devices and flashlights. Energizer, a global leader in the dynamic business of providing portable power geared toward the new digital age, offers a full portfolio of products including the Energizer(R) MAX(R) premium alkaline brand; Energizer(R) Ultimate Lithium; Energizer(R) Advanced Lithium and Energizer(R) Rechargeable(R) batteries and chargers.

The Energizer product line also includes specialty batteries for hearing aids and medical devices, health and fitness devices, as well as for keyless remote entry systems, watches and other uses. Through its flashlight and lighting products unit, Energizer helps bring consumer insight and innovation to these important household devices. Energizer continues its role as a technology leader for on-the-go lifestyles with its Energizer(R) Energi To Go(R) line of portable battery-driven power packs for cell phones and for use with iPod devices.

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.

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