



Media Contacts:
Rebecca Bowers or Lauren Jones-McClain
(214) 379-7000
rebecca@spmcommunications.com
lauren@spmcommunications.com

FOR IMMEDIATE RELEASE
May 15, 2008

Interstate All Battery Center Charges Battery Market
America's #1 Battery Franchise Announces its Best Month to Date

(DALLAS) - **Interstate Batteries Franchise and Development**, the franchisor of **Interstate All Battery Centers** announces its biggest month ever for franchisee signings, with 12 new deals inked in April and is set to sign its 100th location by the end of May.

The newest locations include: Arkansas; Greater Buffalo, NY; Green Mountain, VT; Las Vegas, NV; New York, NY; North Central, VA; Rockies, CO; San Diego, CA; Santa Monica, CA; South Dakota; Utah and Virginia Beach, VA.

"Entrepreneurs increasingly recognize the quality of our business model, the franchise offering and the potential to own a business with long-term success," said **President of Interstate Batteries Franchise and Development Mickey Elam**. "The stores fill a void for America's growing dependency on specialty batteries and the need for a wide variety of power solutions."

Interstate Batteries, the billion dollar company that earned its reputation with automotive batteries, honed the Interstate All Battery Center (IABC) concept with 14 company-owned stores before offering the concept to franchisees in 2000. IABC now has 95 stores in 33 states, plus Canada and Puerto Rico and plans to have 300 stores by 2012.

IABC is the first nationally established brand to enter the fragmented battery market, offering one-stop shopping for more than 13,000 types of power solutions for everything from laptops to cameras to boats to hearing aids.

In the retail sector, the battery category is experiencing astonishing growth, growing at eight percent annually. Analysts project the battery category will reach \$50 billion by 2010. Interstate All Battery is positioned highly to lead this growing market. Currently, IABC is experiencing record volumes and anticipates this momentum to continue.

Recently, [Franchise Business Review](#), the industry leader in franchise market research named [Interstate All Battery Center](#) to its prestigious annual Top 50 list after reviewing more than 3,500 franchisor brands. In addition, IABC was ranked #20 of FBR's Top 50 franchises for midsize-class concepts and franchise satisfaction.

In 2007 the company's average volume reached more than \$850 thousand and is set to increase again in July for the third straight year. The franchise system has grown by more than 100 percent over the past two years, powered in part by the company's "extreme service" commitment, 15-minute auto-install guarantee and the famous "Have it - Find it - Build it" promise that if IABC doesn't have the battery solution a customer needs, the company will find it or build it.

"Our franchisees are finding that we offer the right product, extreme service and a great concept to succeed in the world of retail," said **IABC Director of Franchise Development Justin Darland**. "The public is proving its loyalty to the concept with a 98 percent customer service retention rate for current Interstate All Battery Centers."

To learn more about Interstate Batteries, its franchise offering and growth, call 800.730.7868 or visit franchising.interstateallbattery.com.

About Interstate All Battery Centers

Founded in 1952 and based in Dallas, Interstate Batteries is a privately held group of corporations, which includes a company with 305 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 Centers currently has more than 95 stores in 33 states, Canada and Puerto Rico. Customers can visit franchising.interstateallbattery.com to find the nearest All Battery Center.

-END-