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FOR IMMEDIATE RELEASE
April 11, 2008

San Juan, Puerto Rico Interstate All Battery Center Earns 2008 "Rookie of the Year" leading U.S. Sales

America's #1 battery franchise awards local store at annual franchisee convention

(DALLAS) - [Interstate All Battery Center](#) (IABC) recently named the owners and operators of the **San Juan, Puerto Rico All Battery Center - Eduardo Fernandez and father/son, Juan and Javier Vento** - as its **2008 Rookie of the Year** at its annual national franchisee convention. The award was given based on more than 20 different sales and service criteria across its **83** stores in **29** states, Canada and Puerto Rico.

Although considered rookies in retail, the trio is no stranger to the Interstate Batteries concept or serving San Juan for its power resources and needs.

"We have been a wholesale distributor with Interstate since 1993," said Eduardo Fernandez. "Our success in the area and connection with the community encouraged us to explore further opportunities with the company. Together, we saw the advantage in franchising, knew we had a great brand to promote and signed a contract."

In its first year of business, the San Juan Interstate All Battery Center has exceeded its stateside counterparts in most sales and service categories. Additionally, their internal commitment to knowing customers personally has helped make lifelong partners with Interstate.

"Although a need initially brings customers to our store, our commitment to extreme customer service keeps them coming back," added Javier Vento, whose father opened an auto parts and lubricant wholesale store in the same location on De Diego Avenue in 1975. "We have great contacts and visibility in this community. From wholesaling to retail, our mission has always been to serve the customer until he or she leaves completely satisfied."

That winning attitude is a reflection of Interstate All Battery Center's 'extreme customer service,' which is a focus to greet people with 15 seconds, personally assess the customer's needs and present the best solution for the best price to create customers for life at IABC.

Additionally, Interstate Batteries commitment goes beyond the customer to the environment. The 50-year brand recycles more than a billion pounds of batteries per year. In San Juan, that is a primary focus.

"We are part of this community and need to not only take care of our customers, but also the world in which they live. For every battery we sell, we will take the old one back," said Fernandez.

The San Juan IABC also has another distinction in the Interstate Battery family - it was the first Interstate All Battery Center in North America with an auto battery install bay that provides a 15-minute guarantee.

"Our store in San Juan is one of the largest in our system and creates the demand for its customers," said **IABC Director of Franchise Development Justin Darland**. "Their commitment to extreme customer service, recycling and ensuring our 15-minute guarantee for auto battery installation continues to make this store an example for all of our franchisees nationwide."

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 80 stores in 30 states, Canada and Puerto Rico. Customers can visit franchising.interstateallbattery.com to find the nearest All Battery Center.