

**2008 United States Automotive Technicians' Choice:
Overall Best Brand of Automotive Batteries**

**Frost & Sullivan's 2008 United States Automotive Technicians' Choice Award for Overall Best Brand of Automotive Batteries is presented to:
Interstate Batteries**

On the basis of Frost & Sullivan's independent research, *2008 United States (U.S.) Automotive Technicians' Choice: Evaluation of Automotive Replacement Parts*, Interstate Batteries emerged as the overwhelming leader in the Battery category tested among U.S. Automotive Technicians. Thus, Interstate Batteries is recognized as being the "Overall Best Brand of Automotive Batteries in the United States" among Interstate's top competitors.



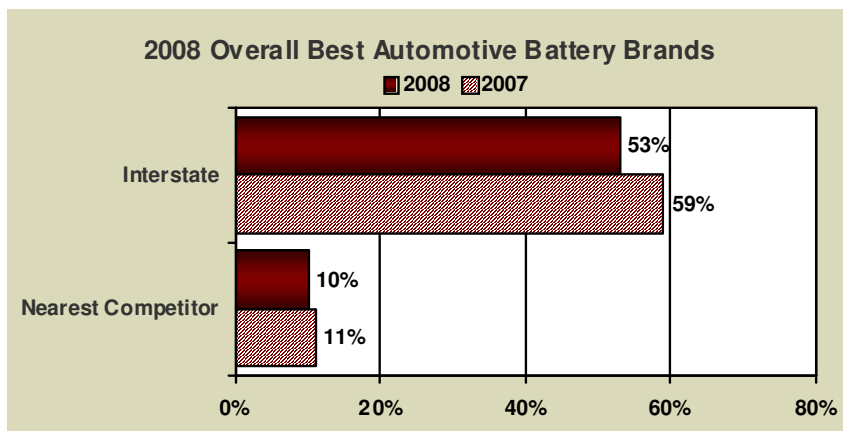
Survey Results

Professionals Vote Interstate as Best Once Again!

As this research shows, Interstate Batteries is the brand to beat, outperforming its competitors in the areas of brand preferences and future intentions.

As shown below, Interstate Batteries dominates the Automotive Battery category, with over one out of two U.S. Automotive Technicians choosing Interstate...significantly (statistically and dramatically!) above the nearest competitor (53% vs. 10%).

But really this is no surprise, as Interstate Batteries was also the preferred brand by nearly the same proportion of U.S. Automotive Technicians in 2007.



Respondents are instructed to select the Best Brands of Automotive Replacement Parts from a list of market participants. Respondents are encouraged to specify other selections if their brand choice is not listed. Only the nearest competitor is listed in the above chart.

What U.S. Automotive Technicians are saying about Interstate Batteries:

"Good warranty, good quality and it lasts long."

"They hold up in our climate, and the cables resist corrosion."

"Because of customer recommendation and its price."

"Because of proven performance."

"Because of the success we've had with them over the past 20 years."

"I have had excellent service and they offer the best price."

"They have a quality product with brand name recognition of quality products nationwide."

"We have had less recall with them."

"You can go anywhere in the state and they are covered."

Survey Results (Continued)

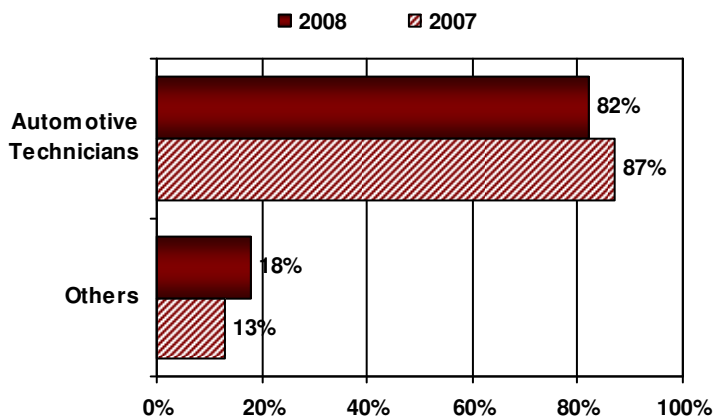
Automotive Technicians Make Purchase Decisions and They Choose Interstate Batteries!

As shown below, over eight out of ten U.S. Automotive Technicians (82%) make the Automotive Battery brand purchase decisions or influence the decision. Among these informed decision makers, “quality” is the most important purchase criteria (54%). But most impressively, among these decision makers, 56% - unchanged from 2007 results – report intentions to re-purchase Interstate Batteries! Thus, it appears that Interstate Batteries offer the highest quality.

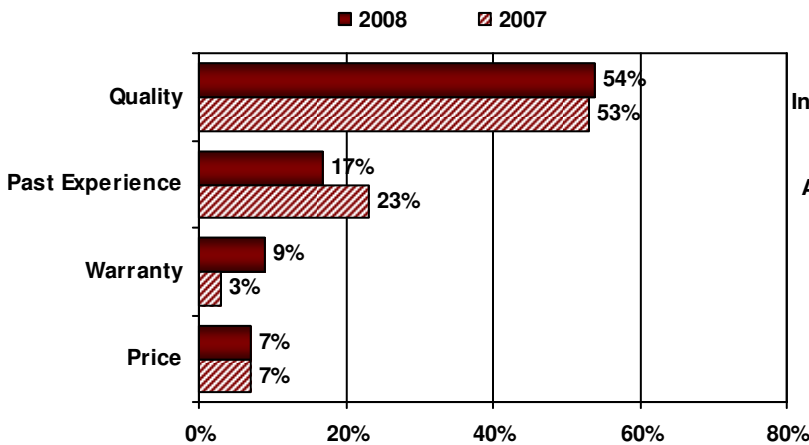
What U.S. Automotive Technicians are saying about Interstate Batteries (Continued):

- “They offer a nationwide warranty.”*
- “Good warranty and they seem to last longer than the warranty.”*
- “They last longer and hold the charge longer.”*
- “...proven performance.”*
- “That is the only one we carry.”*
- “It’s got the best rating, most power and best warranty.”*
- “Longevity.”*
- “I’ve been using them for 20 plus years...”*

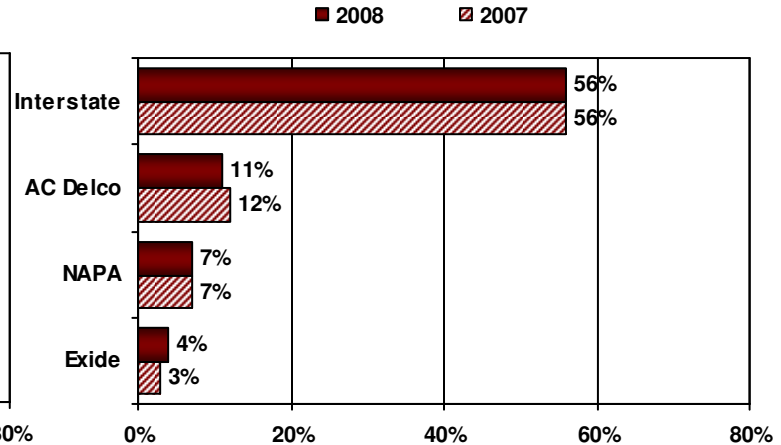
Purchase Influencers...Comparative Analysis



Purchase Criteria...Comparative Analysis



Future Purchase Intention...Comparative Analysis



In the Purchase Criteria chart above, only the top four reasons are shown. Furthermore, in the Future Purchase Intention chart above, only the top four brands are shown.

Company Background: Interstate Battery System of America

Interstate Battery System of America, Inc. started out with humble beginnings. In 1950, John Searcy – the founder – began selling and delivering automotive batteries out of back of his truck to wholesalers in the Dallas/Fort Worth area. And since that time, under the leadership of Norm Miller – the Chairman for the past 25 years - Interstate Batteries have grown to be a household name across North America and the #1 automotive replacement battery brand.

Today, Interstate Battery System of America, Inc. has more than 300 Interstate Batteries distributors who serve more than 200,000 retail outlets. And while their business started with automotive batteries, they have expanded to offer batteries for a variety of portable products, such as cell phones, cordless phones, tools, laptops, etc.

(Source: www.interstatebatteries.com)

Interstate Batteries are considered #1 for two main reasons: Best quality battery and battery maintenance. Johnson Controls, Inc manufactures Interstate Batteries. And Interstate Battery System of America, Inc. is proud to partner with Johnson Controls, Inc. given the high quality of products they produce. Consistently, Johnson Controls is the longest lasting battery in junk bin studies compared to other automotive battery manufacturers. And while starting with the best product is a great start, batteries are perishable products and require maintenance and Interstate Battery System of America, Inc. provides it through it's over 300 Distributors and 1000 Route Sales Managers.

On a regular basis – about every two weeks – an Interstate Battery “Route Sales Managers” visits their dealers/retailers and checks on their products. Specifically, Interstate Battery “Route Sales Managers” locate their products on shelves, check them over, see if they need to be replaced, and restock sold products. All of this “hands-on” and ‘personal” attention to their products is very important to ensure that all Interstate Batteries start the first time and are not a concern for consumers. Furthermore, on the small chance that an Interstate Battery needs to be replaced before its “expired” time, representatives offer hassle-free warranties – specifically, no forms are required and the battery is replaced on-the-spot.

And while quality and maintenance appear to be the backbone to the success of Interstate Batteries, it actually is the overall beliefs held by Interstate Battery System of America, Inc. Their mission is to glorify God through their business and to treat others with the same respect they would want to be treated. In doing so, they have built a company that honors consumers...past, present and future. Specifically, regarding future consumers, Interstate Battery System of America, Inc. recycles more batteries than they sell – thus, helping to ensure that our environment will support future generations of automotive battery consumers.

Award Description

The Frost & Sullivan Automotive Technicians' Choice Award is bestowed upon the company that demonstrates excellence. The Award recipient has distinguished itself through its proactive strategies that position it to emerge as an industry leader.

Method Details

The objective of this U.S. Automotive Technicians survey is to measure preferences of Automotive Replacement Parts among U.S. Automotive Technicians. The survey was completed in March 2008 using a telephone interview methodology.

To assess the competitive landscape of the Automotive Replacement Parts market, Frost & Sullivan surveyed 350 U.S. Automotive Technicians who are representative of the four (4) primary regions in the United States and primarily work for independent automotive garages/repair shops that have at least three (3) bays. Additionally, most have at least ten (10) years experience as an Automotive Technician. Survey respondents were requested to rate and select the Automotive Replacement Parts brand(s) they considered to be the best in each evaluative category from a list of market competitors.

Given the known population of U.S. Automotive Technicians (approximately 787,000) and our sample size of 350, we estimate our level of confidence intervals at +/- 5.24 (p<.05).

Awards are presented to market participants that receive the highest proportion of respondent selections. The values presented in this document reflect the distribution of selections among valid responses.

The U.S. Automotive Technicians' Choice survey measures the best in the Automotive Replacement Parts market in the United States.

All respondents were asked to rate each brand/major manufacturer listed as well as any other brand/major manufacturer they thought should be represented (by use of an "others specify" response option). Specifically, the following Automotive Replacement Part categories were tested:

Alternators/starters, Batteries, Exhaust Systems, Filters, Motor Oils, Shock Absorbers, Spark Plugs, Steering/suspensions, Tires, and Wiper Blades

About Competitive Benchmarking Services

Frost & Sullivan's Competitive Benchmarking Services is a division of the Customer Research team that conducts independent, non-sponsored research among end-users to evaluate and measure companies that are top performers for their products, processes and services. Specifically, Competitive Benchmarking Services surveys respondents that are deemed experts (i.e., CEOs, CIOs, Automotive Technicians, Paint Contractors, etc.) in the wide range of industries that Frost & Sullivan supports.

About Best Practices

Frost & Sullivan Best Practice Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Competitive Benchmarking Services analysts conduct the survey research and perform analysis on the results in order to identify best practices in the industry.

About Frost & Sullivan

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1,000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit www.frost.com.