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## Interstate All Battery Center Amps Up

--Interstate Batteries distributors plug into Interstate All Battery Center to power commercial growth



## PR Newswire

United Business Media

DALLAS, Sept 18, 2009 /PRNewswire via COMTEX/ -- Interstate All Battery Center (IABC) announces 45 Interstate Batteries distributorships from 23 states and Canada are now Interstate All Battery Center franchise locations. The expansion increases market share of the fast-growing IABC franchise concept and gives Interstate Batteries distributors access to thousands of portable power solutions for their 200,000 commercial customers.

The move is part of IABC's aggressive growth strategy to meet consumers' increasing demand for portable power solutions. Leveraged by the trusted 58-year-old Interstate Batteries brand, IABC is America's fastest growing portable power solutions company and the first all battery franchise to solidify a presence in each of the 50 states.

"IABC has realized a national market presence and a world-class supply chain, so now is the perfect time for our expansion," said Mickey Elam, Interstate Battery Franchising and Development President. "Interstate Batteries distributors are eager to increase their business with the ability to offer their customers thousands of IABC's battery power products, all backed by the Interstate Batteries outrageous dependability guarantee."

IABC offers one-stop shopping for more than 16,000 types of portable power solutions for everything from laptops and cameras to boats and hearing aids, plus the unique "Have It, Find It, Build It" promise to meet any portable power need.

The company is on track to sign licensing agreements with the remaining Interstate Batteries distributorships in October, which will give IABC brand presence in every U.S. county and the broadest market reach of any battery retailer.

"As the IABC brand grows, the value of our franchisees' investment in IABC increases," said Elam. "This aggressive expansion makes our franchise offering stronger than ever."

### About Interstate All Battery Center

Founded in 1952 and based in Dallas, Interstate Batteries is a privately held group of corporations, which includes a company with 298 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 Center currently has more than 150 locations serving 50 states, Puerto Rico, the Dominican Republic and Canada. For additional information about the franchise offer, please visit [www.allbatteryfranchise.com](http://www.allbatteryfranchise.com). Customers can visit [www.interstatebatteries.com](http://www.interstatebatteries.com) to find the nearest All Battery Center.

This press release was issued through 24-7PressRelease.com. For further information, visit <http://www.24-7pressrelease.com>.

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