

Interstate All Battery Center Powers into Six New Markets

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America's Fastest Growing Portable Power Solutions Company Announces Four New Franchisees

DALLAS, Oct. 23 /PRNewswire/ -- Interstate Battery Franchising and Development, the franchisor of Interstate All Battery Center (IABC) recently announced four new franchisee signings in six markets nationwide: McKinney, Texas; Plano, Texas; Tyler, Texas; Gilbert, Ariz.; Kannapolis, N.C.; and Cornelius, N.C.

The new franchisees join IABC during a rapid growth phase as it continues to leverage the 58-year-old proven Interstate Batteries brand nationally with a presence in all 50 states. IABC is expected to extend its market reach to every U.S. county, the broadest market coverage of any all battery retailer, by mid-November.

"Franchisees acknowledge IABC's trusted brand, quality products and established business model for long-term success," said Mickey Elam, Interstate Battery Franchising and Development President. "This rapid growth allows us to be fully equipped to supply America's growing demand for a wide variety of portable power solutions."

IABC is the fastest growing all-battery retailer and the first nationally established brand to enter the fragmented battery market. Each retail location offers more than 16,000 types of batteries and power solutions for everything from laptops and cameras to boats and hearing aids. IABC promises to meet every customer's battery needs, with a unique commitment to Have it, Find it, or Build it.

IABC's aggressive expansion enables the company to continue leading the all-battery retail market that analysts project will reach \$73 billion globally by 2010.

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 156 serving 50 states, Puerto Rico, the Dominican Republic and Canada. For additional information about the franchise offer, please visit www.allbatteryfranchise.com. Customers can visit www.interstatebatteries.com to find the nearest All Battery Center.

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