



Press Release

www.powerone-batteries.com has a new look!

Ellwangen, 13 September 2011

VARTA Microbattery's power one website has been updated with a brand new appearance and comprehensive information.

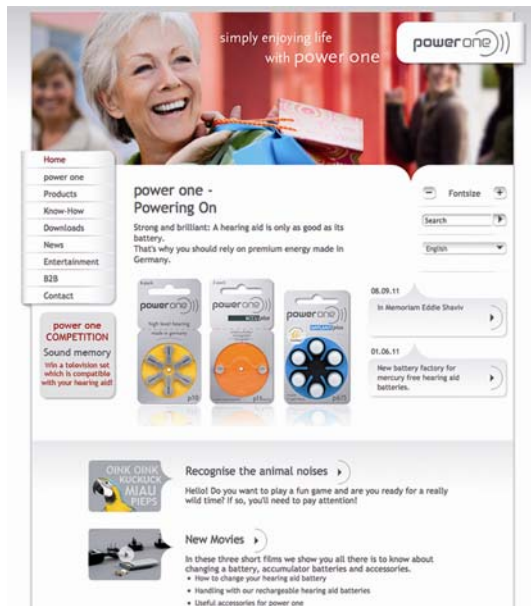
VARTA Microbattery has redesigned its internet presence of the brand power one. Recently **www.powerone-batteries.com** has presented itself in a new design with interesting and useful information for people with hearing loss.

The new homepage invites visitors into the world of power one. In more than 60 internet pages power one presents information to people with hearing loss about products and knowledge around hearing in general, plus hearing aid battery news. Due to the worldwide recognition of power one, the pages are available in the German, English, French, Italian, Spanish, Portuguese, Russian, Japanese and Chinese.

According to Herbert Schein, CEO of VARTA Microbattery GmbH, the interests of people who wear a hearing aid were considered. The modern and bright page design is also designed for people who have poor vision and eases reading from the monitor screen.

It is worth visiting the new power one internet page regularly to keep up with news and updates. For the launch we are offering a fantastic competition with exciting prizes. Moreover, power one has taken care to include children – with a fun game to recognize animal noises.

Please see power-one in the Internet: www.powerone-batteries.com



Picture:
The new internet brilliant presence of powerone-batteries.com

Contact for questions:

VARTA Microbattery GmbH
 Sonja Peitl-Steinert – Corporate Communications
 Daimlerstrasse 1
 73479 Ellwangen
 Deutschland
 Telefon +49 7961 921 - 526
 E-mail: sonja.peitl-steinert@varta-microbattery.com

VARTA Microbattery GmbH

VARTA Microbattery is one of the major battery manufacturers in the world maintaining production facilities globally in order to supply more than 100 countries with quality products. The headquarters of the company is in Germany, Ellwangen. We develop and produce batteries comprising of many electrochemical systems and cell geometries. As a global system supplier we provide the best solution possible to satisfy our customers' application requirements.

Brands of
VARTA Microbattery:

