

25. Oct, 2010

**SANYO Celebrates the 5th Anniversary of “eneloop”  
with the Limited Edition AA and AAA-size “eneloop tones glitter”**

*For a more enjoyable eco-friendly lifestyle*



Product	8-color Nickel-Metal Hydride Rechargeable Battery pack <b>eneloop tones glitter</b>	
Size	AA	AAA
Product Number	HR-3UTGA-8SL	HR-4UTGA-8SL
MSRP	Open <sup>*1</sup>	
Release Date	November 14, 2010 (Japan Only) <sup>*2</sup>	
Number of Sales	200,000 units	

Tokyo, October 25, 2010 - SANYO Electric Co., Ltd. is pleased to announce the November 14, 2010 release of the limited edition 8-color glitter AA and AAA-size “eneloop” rechargeable battery packs from in Japan, as a 5th anniversary model of the “eneloop” rechargeable battery promoting a “lifestyle that values reusing and recycling.” At the “Tokyo Midtown DESIGN TOUCH 2010” design event which will be held during “TOKYO DESIGNERS WEEK,” from October 29, SANYO will display a design exhibition called “eneloop Clean Energy Loop” (October 28 - November 3). Additionally, “eneloop” and “eneloop universe products” will be specially displayed, with a pre-launch introduction of “eneloop tones glitter” at the “MoMA DESIGN STORE” in Omotesando, Tokyo (October 28 - November 7).

SANYO will continue to expand the “eneloop” series throughout the world so that people can comfortably adopt a new “lifestyle that values reusing and recycling” contrary to the popular “use and throw away” lifestyle.

<sup>\*1</sup> No manufacturer’s suggested retail price is set for a product with an open price.

<sup>\*2</sup> The products will be available in Japan only (as of the release date). Total 200,000 units will be sold (AA and AAA-size).

**Main Features**

1. 8-color glitter “eneloop” pack called “eneloop tones glitter” enables users to pick colors according to their taste or use colors to remember which ones are charged and which ones need to be recharged
2. Available in both AA and AAA-sizes
3. Solar energy is used for the factory pre-charging <sup>\*3</sup> of “eneloop”

<sup>3</sup> Through the "Green Power Certification System," the amount of energy equivalent to that used for factory pre-charging is covered by "Green Power" generated from solar energy.

## Main Features

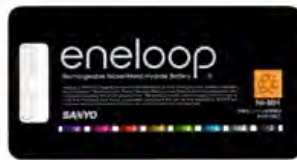
### 1. 8-color glitter "eneloop" pack called "eneloop tones glitter" enables users to pick colors according to their taste or use colors to remember which ones are charged and which ones need to be recharged

- Limited edition of 200,000 packs of AA and AAA-size batteries coming in 8 glitter colors: 'purple', 'pink', 'orange', 'yellow', 'light green', 'light blue', 'silver' and 'black'. These have been created based on the concept of "Shiny & Lovely," making a refreshing change from the image of a paper-wrapped crayons of last year's popular "eneloop tones."
- Fun and convenient for users: the 8-color "eneloop" pack enables users to pick colors according to their taste or use colors to remember which ones are charged and which ones need to be recharged.
- Brand-new design: the packaging design is based on "Black" which is different from conventional products in the "eneloop series," which gives the glitter batteries luxurious feel, perfect for a 5th anniversary model.
- User-friendly & environmentally-friendly packaging: a stylish case with a slide-cover has been adopted. Like the original "eneloop", recycled PET is the only material used in the packaging, which can also be used as a battery storage case.

#### <Packaging (front)>



AA-size HR-3UTGA-8SL



AAA-size HR-4UTGA-8SL

#### <AA-size 8-color "eneloop" >

\* The color combination is available in both AA and AAA-sizes.



### 2. Available in both AA and AAA-sizes

- Satisfies the market demand for AAA-size rechargeable batteries: new lineup covers not only AA-size but AAA-size as well, making them suitable for a wide range of equipment.
- Like AA-size batteries, AAA-size batteries come in 8 glitter colors: 'purple', 'pink', 'orange', 'yellow', 'light green', 'light blue', 'silver' and 'black', which enables users to pick colors according to their taste or use colors to remember which ones are charged and which ones need to be recharged.

### 3. Solar energy is used for the factory pre-charging of "eneloop" rechargeable batteries

- In accordance with the "Green Power Certification System," the "eneloop" batteries are charged by "Green Power" from photovoltaic generation.
- A part of the electric power used for manufacturing "eneloop" batteries (the amount equivalent to that used for factory pre-charging) is generated using clean, renewable solar energy, part of SANYO's initiative to realize a "Clean Energy Loop," where power is generated from renewable energy sources, stored for use when needed in batteries, and conserved or used efficiently.
- The "eneloop" truly embodies the concepts of "energy" and "looping," from production to performance.



## Participation of "eneloop" in the "Tokyo Midtown DESIGN TOUCH 2010"

At the "Tokyo Midtown DESIGN TOUCH 2010," the largest design event in Japan which will be held during "TOKYO DESIGNERS WEEK" starting from October 29, SANYO will display a design exhibition called "'eneloop' Clean Energy Loop" (October 28 - November 3). You can feel the "looping energy" which is the concept and world view of "eneloop" which uses renewable solar energy in daily life.

Additionally, "eneloop tones glitter" and this winter's new lineup of the "eneloop warmer series", including the "eneloop Rechargeable Waist Warmer" will be specially displayed at the pre-launch introduction at the "MoMA DESIGN STORE" in Omotesando, Tokyo (October 28 - November 7).

"Tokyo Midtown DESIGN TOUCH 2010"

"eneloop" Clean Energy Loop ~ renewable solar power for a lifestyle that values reusing and recycling ~

Venue: Tokyo Midtown Galleria B1F exhibition space

Time & Date: October 28, Thursday - November 3, Wednesday (11:00 - 21:00)

Article on display: "eneloop," "eneloop universe products"

Click here for the event information of Tokyo Midtown:[http://www.tokyo-midtown.com/en/events\\_news/](http://www.tokyo-midtown.com/en/events_news/)

"MoMA DESIGN STORE"

Venue: "MoMA DESIGN STORE" Omotesando

Time & Date: October 28, Thursday - November 7, Sunday 11:00 - 20:00 (Last Day: Closed at 18:00)

Article on display: "eneloop," "eneloop universe products"

## Outline and Background

The "eneloop" battery has received high market appraisal for its unique, user-friendly combination of having the advantages of both dry cell and rechargeable batteries. The batteries come pre-charged like a dry cell, and are economical and environmental as they are able to be recharged for repeated use as well as fully recyclable at the end of their lifecycle. According to a company survey, the satisfaction level of "eneloop" users is over 90%<sup>\*4</sup>, and numerous companies now bundle "eneloop" batteries with their products. In total, over 140 million "eneloop" battery cells have been shipped to more than 60 countries worldwide (as of October 2010).

Last October, a limited number (100,000 units) of well-reputed 8-color AA-size "eneloop" pack called "eneloop tones" were released to commemorate reaching 100 million cells of total global shipments. On November 14, 2010, on the 5th anniversary of its launch in Japan, we will launch the limited 8-color glitter AA and AAA-size "eneloop" rechargeable battery pack.

\*4 Based on SANYO's Internet survey conducted in April 2009, covering 300 eneloop purchasers

## Specification

Product Name	8-color AA-size Nickel Metal Hydride Rechargeable Battery pack	8-color AAA-size Nickel Metal Hydride Rechargeable Battery pack
Product Number	HR-3UTGA-8SL	HR-4UTGA-8SL
Nominal Voltage	1.2V	

Rating Capacity (Min.)*5	1900mAh	750mAh
Dimensions	14.35(diameter) x 50.4mm(height)	10.5(diameter) x 44.5mm(height)
Battery Weight	Approx. 27g/ unit	Approx. 13g/ unit
Package Dimensions	160mm(W) x 17mm(D) x 75mm(H)	129mm(W) x 13mm(D) x 68mm(H)

\*5 Minimum (min.) battery capacity based on the JIS C8708 2007(7.2.1) testing conditions