



FOR IMMEDIATE RELEASE

Northern Battery Expands Midwest Operations With New Chicago Facility

La Crosse, WI. - March 5, 2014 - Wisconsin based Northern Battery has opened a full-service warehouse and recycling facility in Broadview, IL. The new facility is intended to strengthen Northern Battery's position in the Chicago market by enhancing service to existing customers and serving as a supply and sales center point for new markets in Chicago, greater Illinois and western Indiana.

The new Chicago facility located at 2435 Braga Drive, Broadview, IL will join Northern Battery's warehouse and distribution centers in La Crosse, WI, St. Paul, MN, Madison, WI, Wausau, WI and Fond du Lac, WI.

Kirk Donskey, Vice President of Operations explains, "We've been supplying the Chicago area for many years from our Madison distribution center. We've grown the market to a point where it made good sense for us to add a distribution point there. We'll be able to serve our existing customers more efficiently as we grow our business in the greater Chicago area."

Vice President of Sales, Kyle Donskey outlines another benefit of the expansion, "Our new location will also serve as a sales headquarters in the Chicago market and creates a vehicle for us to explore and develop new opportunities. Our long-term strategy is to use the Chicago facility as a springboard to expand our business throughout Illinois and Indiana."

Founded in 1971, Northern Battery is a premier wholesale and retail supplier of batteries and systems for all types of DC and AC power products. Northern Battery specializes in batteries for automotive, motive power, marine, motorcycle, golf, RV, ATV and products and solutions for stationary power and renewable energy applications. Northern Battery is headquartered in La Crosse, WI with offices and warehouse facilities in St. Paul, MN, Madison, WI, Wausau, WI and Fond du Lac, WI.

The company website is www.northernbattery.com

Contact:

Kyle Donskey

608-575-7963

kyle.donskey@northernbattery.com

###