



Swiss Low Noise Cooling Solution

Press Release

www.arctic-cooling.com

For immediate release

ARCTIC POWER Long-Lasting Alkaline AA / AAA Batteries

(Pfäffikon/Switzerland, 17 August 2009) The Swiss thermal solution provider ARCTIC COOLING has extended its product line from manufacturing low noise computer coolers to other high quality electronic products. Today the Company unveiled the **ARCTIC POWER**, durable alkaline batteries in both AA and AAA size. 8 batteries per pack, the **ARCTIC POWER** give users long-lasting power at a good value.



Powerful batteries you can trust

The capacity of **ARCTIC POWER** is 2,900 mAh and 1,300 mAh for AA and AAA battery respectively. The **ARCTIC POWER** batteries are long-lasting and offer a capacity of up to 4 times more conventional than zinc-carbon batteries. This new high-performance alkaline battery is ideal for both low power consumption devices and energy-intensive applications such as CD / MP3 players, PDAs, remote control etc.

Safe to use in extreme circumstances

Thanks to its wide operating temperature range, the **ARCTIC POWER** batteries perform well in all conditions. Whether you are in the Arctic or at the equator, the quality of the batteries remains as high as usual.

The **ARCTIC POWER** will be available in September 2009. The MSRP (excluding VAT) for a pack of 8 AA batteries is US\$7.90/ 5.70€, and a pack of 8 AAA batteries is US\$8.50 / 5.90€.

	ARCTIC POWER (AA)	ARCTIC POWER (AAA)
Classification	Alkaline	Alkaline
Designation	ANSI-15A, IEC-LR6	ANSI-24A, IEC-LR03
Nominal voltage	1.5 Volts	1.5 Volts
Nominal capacity	2,900 mAh	1,300 mAh
Operating temperature	-30°C to +50°C	-30°C to +50°C
Chemistry	Zinc-Manganese Dioxide (Zn/MnO ₂) No mercury / cadmium / lead added	Zinc-Manganese Dioxide (Zn/MnO ₂) No mercury / cadmium / lead added
Terminals	Cap, Base	Cap, Base
Jacket	Aluminium foil	Aluminium foil
Average weight	23.5g	11.9g
Shelf life	5 years	5 years

About ARCTIC COOLING

ARCTIC COOLING Switzerland AG is the trusted leader in providing low noise thermal cooling solutions for PC. Its diversified product lines include CPU cooler, VGA cooler, case fan, PC case and PSU. The innovative engineering team excels in systematic noise reduction, heatsink development, customization of thermal solutions, low noise fan design, PC case and PSU elaboration. Headquartered in Pfäffikon, Switzerland, ARCTIC COOLING operates international offices in Hong Kong and the US providing local shipping, customer service and sales support for their regions.

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