



GS Battery (USA) Inc.

Powersports Division Reorganized

Roswell, GA. – May 31, 2012 GS Battery (USA) Inc., today announced the reorganization of the Powersports Division.

Kara Williams is promoted to Account Executive, Powersports Division with responsibility for the direct purchase channel, distributor channel and new business development. Kara's promotion is the result of her superb work over the past 3 years, her enthusiasm and professionalism in dealing with customers. In her new role, Kara will report to Jay Northey.

Kara's new responsibilities allow **AyKaun Okuma**, Director of Sales, Powersports Division, to concentrate on the private brand segment where he will be working closely with battery manufactures' who private brand batteries from GSB to resell to their customers. The additional focus AyKaun will give his customers, plus his experience and understanding of the Powersports market, will provide many benefits to his customers. AyKaun will continue to report to Jay Northey.

"AyKaun and Kara are valuable members of the GS Battery team and we will continue to rely on their support and experience in managing the daily activities for our Powersports customers. This reorganization allows GSB to maximize our service to our customers," commented **Jay Northey, Executive Vice-president and General Manager**.

These changes are effective June 1, 2012.

About GS Battery (USA) Inc.

GS Battery (USA) Inc. is an American subsidiary of GS Yuasa Group of Japan, a world leader in automotive, motorcycle and standby storage batteries, which serves the power sports, telecommunications, UPS, and the emergency lighting markets. GS Battery (USA) Inc. recently announced that they will enter the renewable energy photovoltaic and storage market in North America. For more information on GS Battery (USA) Inc., call 1-800-GSBATRY or visit www.gsbattery.com.

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