

**StartupFactory, LLC**

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**FOR IMMEDIATE RELEASE****StartupFactory, LLC tapped to lead effort for VARTA Microbattery at 2013 Medical Device & Manufacturing (MD&M West) exhibit**

**Oakland, Calif., 12-09-2012** – StartupFactory, LLC, a strategic communications firm specializing in early stage technology businesses, announced today that they have been chosen to lead the exhibition effort for White Plains, New York-based VARTA Microbattery, Inc. at the annual MD&M West conference in Anaheim, California. The event will enable representatives from battery solution provider VARTA Microbattery to network with thousands of engineers, R&D, design and manufacturing professionals from the medical technology industry.

**An integrated approach to tradeshow participation**

Commenting on the MD&M opportunity, Robert Goldberg, president of StartupFactory, LLC notes: “Astute marketers go to great lengths to fine tune advertising, web development and direct marketing programs. And yet, when it comes to trade shows, many exhibitors merely set up their booth and hope that the prospects they seek will appear at their exhibit as if by magic. A well-planned, integrated trade show effort can transform a conference of this nature into a dynamic marketing opportunity with a significant return on investment, and this is our goal for VARTA. The effort includes a new tradeshow exhibit, messaging, press releases, media tour, html invitation and pre/post show mailings. Mr. Goldberg will accompany VARTA personnel to the Anaheim Convention Center to supervise booth construction, facilitate meetings with the media and to perform some intelligence gathering for a competitive analysis.

**Innovative mobile power solutions from VARTA Microbattery**

VARTA Microbattery will display samples of custom battery solutions for developers and manufacturers of portable medical devices from around the globe. The company will also display a complete line of high energy density, Lithium ion batteries and battery packs. Serving the needs of OEMs, VARTA provides optimized power solutions and energy storage systems that meet their customer’s specific requirements. For both standard and custom applications, VARTA batteries have earned a well-deserved reputation for superior quality, safety, performance and dependability.

**MD&M West 2013: Innovation Without Constraints**

Medical Design & Manufacturing (MD&M) West — the world’s largest medical device design and manufacturing event — is a comprehensive resource for exploring the latest industry issues and developments, meeting with world-class suppliers, and discovering solutions to bring the best ideas to life. The Conference Opening Keynote Speaker will be Stanton J. Rowe, Corporate Vice President, Advanced Technology and Chief Scientific Officer, Edwards Lifesciences.

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### **About StartupFactory, LLC**

StartupFactory, LLC ([www.startupfactory.co](http://www.startupfactory.co)) provides the strategic marketing services required by the new and early stage technology business. The company delivers sharply focused guidance specifically targeting the marketing strategy and infrastructure needed at this unique phase of business. The StartupFactory mission is to facilitate market entry using proven tools and techniques that add value to customers' brand and create or increase market awareness.

### **About VARTA Microbattery GmbH**

VARTA Microbattery is one of the leading battery manufacturers in the world, maintaining facilities in key locations around the globe. The company is headquartered in Ellwangen, Germany. Serving the Americas, the company maintains a sales, engineering and technical support facility in White Plains, New York. VARTA Microbattery develops and manufactures a wide variety of batteries utilizing numerous technologies. As a global supplier, VARTA Microbattery GmbH strives to provide the best possible solution to satisfy customers' unique application requirements. VARTA Microbattery GmbH is a Montana Tech Components company. Montana Tech Components AG is a leading component manufacturer with divisions in aerospace, industrial components, metals and electrochemical systems and products.

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