

**StartupFactory, LLC**

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**FOR IMMEDIATE RELEASE****StartupFactory, LLC launches new brand awareness initiative for global mobile power innovator VARTA Microbattery, Inc.**

**San Francisco, Calif., 03-20-2012** – StartupFactory, LLC, a strategic communications firm specializing in early stage technology businesses, announced today that they have been chosen to develop a brand awareness campaign for White Plains, NY-based, VARTA Microbattery, Inc. The centerpiece of the initiative is a print media campaign targeting OEM manufacturers of small mobile devices. While the VARTA brand is well known in Western Europe, brand awareness is limited in the United States and Canada. The objective of the branding program is to develop top-of-mind awareness in the North American segment.

**Making history with VARTA Microbattery**

“In Western Europe, the VARTA Microbattery brand has been associated with battery quality and innovation for over 120 years.”, states Robert Goldberg, President and Founder at StartupFactory, LLC. “We will leverage this history of technology leadership and educate the North American market about the brand, and its significant contributions to the global battery industry. The print media plan includes such publications as Canadian Electronics, Electronic Component News and Electronic Products. The print plan will be supported with an HTML email blast to a qualified database. The ads and blast will feature the new Li-Ion CoinPower cells, mercury free cells, HT Series (high-temperature) cells and custom power packs designed to OEM specifications.

**About StartupFactory, LLC**

StartupFactory, LLC (www.startupfactory.co) provides the strategic marketing services required by the new and early stage 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 Power One & VARTA Microbattery GmbH**

VARTA Microbattery, headquartered in Ellwangen, Germany, is one of the major battery manufacturers in the world maintaining production facilities globally in order to supply more than 100 countries with quality products. VARTA develops and produces batteries comprising many electrochemical systems and cell geometries. Hearing aid batteries from Power One (a VARTA Microbattery company) come from a long tradition of quality, and are among the world’s top-selling batteries. The reasons for their extraordinary success is a result of how the products combine the highest quality and reliability, extremely long life and maximum comfort.

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