

FOR IMMEDIATE RELEASE

JOBO Introduces New Line of Rechargeable Batteries

JOBO Energy PREMIO batteries available for digital cameras, camcorders

Las Vegas, NV (January 30, 2008) PMA Booth #K201-3 – JOBO AG introduces today at PMA 08 its new line of JOBO Energy PREMIO rechargeable batteries for today's most popular digital cameras and camcorders.

The JOBO Energy PREMIO battery line has been developed specifically for use with digital SLRs, compact point-and-shoot digital cameras and camcorders. In total there are about 300 battery models (mostly Lithium-ion, but some NiMH), 60 of the most common of them will be readily available for the 400 most popular camera models.

The new JOBO Energy PREMIO battery line is packaged with an easy to match color coding system making it easy for retailers and consumers to find the right replacement battery for their digital camera or camcorder model. Users simply match the color coded packaging to their camera model.

“For eighty-five years, JOBO has stood for high quality and innovation,” said Johannes Bockemuehl-Simon, JOBO's CEO. “By introducing JOBO branded batteries for the first time in our company's history, we are emphasizing our goal to provide the best possible products for a growing digital imaging market while maintaining high profit margins for retailers.”

These new JOBO batteries provide a constant capacity across many charging cycles (300 to 500 depending on usage). JOBO PREMIO batteries do not have a memory effect, are high current capable and quick charge capable. JOBO conducts regular quality control for the whole PREMIO line to ensure high product quality. Precision contacts guarantee maximum energy transfer between the battery and the imaging device. A built-in fuse protects the battery's electronic microchip against short circuiting, overcharging and overheating. All JOBO batteries are ISO 9001 / 9002 / QS 9000 certified.

About JOBO AG

JOBO is a family-owned company now in its third generation of family leadership. Having been founded in 1923, it has built up a reputation for quality, professionalism, and commitment. These core values remain their keys for continuous success in times of vast technological changes, growing markets, and globalization.

Through innovation and ingenuity JOBO has created standards within the imaging industry. For example, JOBO created the product class of small-volume, high-quality photo processors. And NASA pictures of the first flight to the moon (Apollo 11) were processed using JOBO equipment.

JOBO is also one of the first exhibitors of the most important photo trade shows in the world – photokina, founded in 1950. Since then, close interaction with photo dealers and end users has been critical in making JOBO an indisputable market leader in the world of photography.

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