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Universal Power Group Unveils New Corporate Logo

CARROLLTON, Texas — May 19, 2011 — Universal Power Group, Inc. (NYSE Amex: UPG), a Texas-based distributor and supplier of batteries and related power accessories, today unveiled a new corporate logo and tag line, reflecting its continued efforts to enhance its brand promise and progressive business outlook.

The updated logo utilizes an enhanced color palette to reflect the Company's continuous power and innovation, as well as its "green" energy initiatives. The tag line has also been updated to "STAY POWERED," a more concise expression of UPG's commitment to its customers and business partners.

"I applaud our marketing group for their efforts to create an updated, clean image that reflects UPG's brand appeal, supports our strategic initiatives and remains true to our core competencies in batteries, related power accessories and supply chain solutions," said Ian Edmonds, president and CEO of UPG.

The new image and tag line will be incorporated immediately on UPG's business communications, marketing events and corporate website.

About Universal Power Group, Inc.

Universal Power Group, Inc. (NYSE Amex: UPG) is a leading supplier and distributor of batteries and power accessories, and a provider of supply chain and other value-added services. UPG's product offerings include proprietary brands of industrial and consumer batteries of all chemistries, chargers, jump-starters, 12-volt accessories, solar and security products. UPG's supply chain services include procurement, warehousing, inventory management, distribution, fulfillment and value-added services such as sourcing, battery pack assembly, coordination of battery recycling efforts, and product design and development. For more information, please visit the UPG website at www.upgi.com.

Forward-Looking Statements

Statements in this press release that are not statements of historical or current fact constitute "forward-looking statements." Such forward-looking statements involve known and unknown risks, uncertainties and other unknown factors that could cause the Company's actual operating results to be materially different from any historical results or from any future results expressed or implied by such forward-looking statements. In addition to statements that explicitly describe these risks and uncertainties, readers are urged to consider statements that contain terms such as "believes," "belief," "expects," "expect," "intends," "intend," "anticipate," "anticipates," "plans," "plan," to be uncertain and forward-looking. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in the Company's filings with Securities and Exchange Commission. Historical financial results are not necessarily indicative of future performance.

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