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Universal Power Group to Showcase New Products At Consumer Electronics Show

Electric-Powered Modified Cobra 427 Featured at Booth #15238

CARROLLTON, Texas — Jan. 6, 2010 — Universal Power Group, Inc. (NYSE Amex: UPG), a Texas-based distributor and supplier of batteries and related power accessories, today announced that it will be showcasing a number of new products at the International Consumer Electronics Show (CES) to be held Jan. 7-10 in Las Vegas.

UPG will feature a number of new and enhanced products at the Company's booth #15238, located at Las Vegas Convention Center, Central Hall. Products on display will include:

- Energizer®-branded automotive power accessories, including newly introduced jumpstarters, chargers and maintainers, and inverters
- UPG's Adventure Power® series of batteries for motorcycles and power sport vehicles
- UPG's Universal™ sealed lead acid (SLA) batteries and consumer battery chargers
- Lithium Iron Phosphate batteries by K2 Energy Solutions, Inc. (K2)

Yesterday, UPG announced they have signed a letter of intent with K2, a developer and manufacturer of rechargeable batteries for electronic vehicles and energy storage applications, to market, distribute and sell a complete line K2's lithium iron phosphate battery products. At its booth, UPG will also be featuring K2's electric powered modified classic Cobra 427, powered by K2's 13.8 kWh lithium iron phosphate batteries.

"The 2010 International Consumer Electronics Show offers UPG the opportunity to showcase our broad array of products, highlighting our growth and the expansion of our market reach over the last year," said Ian Edmonds, president and CEO of UPG. "We view CES as a solid platform for our continuing efforts to grow our business in the new year."

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.

About Energizer

Energizer Holdings, Inc. [NYSE: ENR], headquartered in St. Louis, Mo., is one of the world's largest manufacturers of primary batteries, portable battery-powered devices, and portable flashlights and lanterns. Energizer is a global leader in the dynamic business of providing power solutions with a full portfolio of products including Energizer® brand battery products Energizer® MAX® premium alkaline; Energizer® Ultimate Lithium; Energizer® Advanced Lithium; Rechargeable batteries and charging systems; and portable flashlights and lanterns.

Energizer continues to fulfill its role as a technology innovator by redefining portable power solutions to meet people's active lifestyle needs for today and tomorrow with Energizer® Energi To Go® chargers for rechargeable portable devices; charging systems for wireless video game controllers; and specialty batteries for hearing aids, health and fitness devices, as well as for keyless remote entry systems, toys and watches. Energizer is redefining where energy, technology and freedom meet to bring to market consumer-focused products that power the essential devices that help people stay connected and on the go at work and at play. Visit www.energizer.com, www.facebook.com/energizerbunny.

About K2 Energy Solutions, Inc.

K2 Energy Solutions, Inc. is an advanced lithium battery technology company focused on commercialization and manufacture of rechargeable battery systems for electric vehicles and energy storage. The company's battery systems are based on a lithium iron phosphate cathode material whose inherent safety and low cost makes them ideal for the large format systems required for energy storage and EV applications. K2 differentiates itself as a solutions provider for large format battery packs and systems, developing products based upon customer requirements and utilizing expertise in Lithium Iron Phosphate (LFP) battery chemistry. K2 is a private corporation headquartered in Henderson, Nevada, with manufacturing capabilities in both Nevada and China. Additional information may be found at www.k2battery.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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