



# News Release

**FOR IMMEDIATE RELEASE**

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**RBC TECHNOLOGIES AFFIRMS SUPERIOR COST/PERFORMANCE  
BENEFITS OF HRB CELL TECHNOLOGY**

*– “High Power Primary: It just might last longer than you think!” –*

COLLEGE STATION, TEXAS, April 23, 2006 - When top battery industry leaders and scientists gathered recently in Fort Lauderdale, Florida for the 23rd International Battery Seminar and Exhibit, they were reminded of the continued developments in disposable battery technology. A presentation by Bob Altabet of Alpha Beta Planning, a Business Development Consultancy, highlighted the superior performance of the RBC “HRB” patent pending design in high power devices.

In its alkaline version, the RBC design provides performance improvements of up to 3.7 times that of any standard alkaline in ANSI digital camera testing for AA batteries, and does so with only nominal cost premium due to the unique RBC concept and its innovative design for high speed manufacturability. The HRB design increases the surface area of contact between anode and cathode yielding order of magnitude improvements over standard alkaline battery construction known as bobbin construction. Testing, using the ANSI digital camera pulse protocols at an independent lab showed this superior performance versus such major alkaline brands as Duracell CopperTop and Energizer Max.

Recent AA disposable batteries have been launched, such as Panasonic’s Oxyride or Duracell’s Power Pix, using Nickel Oxy-hydroxide rather than the manganese used in alkaline batteries specifically to provide significant improvement in digital camera performance of up to 2 times that of standard alkaline. The RBC design used with Nickel Oxy-hydroxide chemistry provides order of magnitude performance improvement here as well. The digital camera performance of nickel oxy-hydroxide using the RBC HRB design is up to 5.5 times better than standard alkaline and about 2.7 time better than these recently launched products. You can download the full presentation on the web at <http://www.rbctx.com> or at <http://www.alphabetaplan.com>

RBC Technologies, a privately held research and development company, is focused on development of technologies related to chemical energy systems such as batteries, fuel cells, and

chemical based heaters. RBC has developed an improved design for alkaline batteries that can more than triple the number of digital camera photos that can be taken if using standard alkaline battery technology and is currently working on development of flameless food heaters for the military and consumer markets. RBC has assembled a unique team to help further development, intellectual property management, and commercialization of these technologies. RBC has the full development capabilities to support the design, materials development, and prototyping of these technologies.

For more information about RBC and its technologies, including licensing opportunities, contact RBC Technologies at 979-260-1120, or on the web at [www.rcbtx.com](http://www.rcbtx.com).

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