

PRESS RELEASES

Revolutionary lithium battery to debut at IBEX

TAMPA, Fla. — Like the name implies, there is much more to the Don't Die™ Stackable Lithium Trolling Motor Battery than just a power source.

The new lithium-ion battery charges faster, can be mounted in any orientation, be controlled by the user to monitor and optimize energy usage, used as a portable power source and much more.

The Don't Die™ Stackable Lithium Trolling Motor Battery is the result of six years of marine research and development by the Lithium Battery Co. (LBC), an industry leader in applying groundbreaking technologies that are foreign to other lithium battery makers.

Nathan Staron, CEO of Lithium Battery, is no newcomer to the industry, having partnered with Power-Pole to enhance its CHARGE marine power management system. Staron's focus on creating a better battery experience for his customers has made his company one of the most successful outside the marine industry.

"Other companies were focusing on using 12-volt lithium-ion batteries for trolling motors, golf carts, and motorhomes which were very inefficient and created a lot of problems for the consumer. I knew there was a better way of doing this," Staron said.

Over the next several years, Staron focused on building custom battery packs for some of the most trusted brands like General Dynamics, SpaceX, Andretti Autosport, and the Power-Pole CHARGE.

The Don't Die™ Stackable Lithium Trolling Motor Battery is true to its distinction as more than just a power source. The military-grade, waterproof design features an interlocking system for stacking additional units based on the user's needs, without being limited to a standard battery compartment. Battery charging time is reduced by half with faster charging times than any other product. Longer-lasting battery life eliminates worries about running out of power, and the battery can easily be detached from a boat for other power needs. The battery is the most compatible of them all for the Power-Pole CHARGE.

The Don't Die™ Performance APP is another powerful feature, allowing the user to get instant battery notifications, monitor and optimize energy usage in real-time, and make changes to conserve energy and improve performance.

The battery's premium lithium-ion cells last longer than other brands and are made to order with a "born on date" after undergoing an extensive computerized selection process to guarantee purity and increased capacity.

"It is nice to see companies like Lithium Battery Company put in the time, research, and development necessary to make their batteries more compatible with the Power-Pole CHARGE technology. In the end, the real winner is the customer!" Said Robert Shamblin, Vice President of JL Marine Systems.

Lithium Battery Co.'s passion for improving the customer experience is evident in the Don't Die™ Stackable Lithium Trolling Motor Battery.

"It's not just a battery, and we are crossing into artificial intelligence technology to prevent failures before they happen, reduce downtime and costs for our customers, and troubleshoot in real-time," said Staron.

The performance and usage history of each battery is driven by built-in diagnostics that quickly pinpoint issues, allowing the technical support staff to quickly determine, and resolve issues as they happen.

The battery is available in 24V 60AH (\$2,549.99) and 36V 60AH (\$3,249.99) configurations. Group 31 sized 24V 50AH and 36V 50AH batteries are already available and will feature AI (Artificial Intelligence) Technology.

The Don't Die™ Stackable Lithium Trolling Motor Battery will debut at IBEX, The International BoatBuilders' Exhibition & Conference in Tampa, FL at Booth 1-605. See the product, meet Staron and other company representatives at Booth 1-605.