Press Release

Save Money, Save the Planet With New iGo Green Rechargeable Alkaline Batteries

SCOTTSDALE, AZ, Aug 15, 2011 (MARKETWIRE via COMTEX) -- iGo, Inc. (NASDAQ: IGOI) today introduced iGo Green Rechargeable Alkaline Batteries -- a low-cost, environmentally friendly alternative to disposable batteries that saves big money for consumers. Just one iGo Green Rechargeable Alkaline Battery is equivalent to more than 25 single-use disposable batteries.

iGo Green Rechargeable Alkaline Batteries start saving the consumer money after only two recharging cycles and the savings keep growing with each additional use. Compared to a typical four-pack of disposable AA batteries, consumers can save approximately $41.91 after 10 recharging cycles with iGo Green Rechargeable Alkaline Batteries and approximately $91.81 after 20 recharging cycles. The cost savings continue to increase with each recharging cycle, potentially saving consumers hundreds of dollars over the life of the purchase.

"The iGo Green Rechargeable Alkaline Batteries allow consumers to recharge their batteries over and over again, substituting for dozens of disposable batteries and providing a tremendous value," said NBA legend Shaquille O'Neal, official spokesperson for iGo Green Rechargeable Alkaline Batteries. "In addition to saving money, consumers can also feel good about doing their part to save the planet too. Every iGo Green Rechargeable Alkaline Battery used means 20 fewer disposable batteries being tossed into landfills."

Part of the iGo Green product line, the iGo Green Rechargeable Alkaline Batteries are the only non-toxic rechargeable line of batteries available on the market. And unlike nickel-cadmium and nickel-metal hydride cell batteries, which self-discharge in less than 90 days, the iGo Green Rechargeable Alkaline Batteries can carry their charge for up to seven years. That means they work when you open the package or when you take them out of a drawer.

iGo Green Rechargeable Alkaline Batteries are available in AA and AAA sizes and have an MSRP of $7.99 for a four-pack and $12.99 for an eight-pack. An iGo Green Charger must be used for recharging purposes and can be purchased for $12.99, which also includes a four-pack of AA batteries.

The iGo Green Rechargeable Alkaline Batteries are available at www.iGo.com and selected retailers across the United States and Canada.

Stay connected with iGo at www.Facebook.com/iGoinc and www.Twitter.com/iGo.

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