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Batteries Plus LLC Acquires LED Hut Ltd.

HARTLAND, WI (September 8, 2014) – Batteries Plus LLC, the Wisconsin-based operator and franchisor of Batteries Plus Bulbs stores, announced today that it has acquired privately held LED Hut Ltd., a leading provider of LED (light emitting diode) lighting products, including bulbs and light fixtures, to customers throughout Europe.

The acquisition of LED Hut Ltd. is the Company's first in Europe and further increases its share in the rapidly changing lighting market. "LED Hut is the online market leader in the UK, with a growing presence in pan-European markets as well. They have a dynamic management team that we believe can grow even faster with the support of our resources," said Russ Reynolds, CEO of Batteries Plus Bulbs. "We consider this more of a merger as we also believe LED Hut's online expertise will help us with our Omni channel vision here in the U.S."

Jonathan Ruff, the founder and Managing Director of LED Hut, will continue to lead the company. "Our team was looking for a partner that will support our rapid growth. We believe Batteries Plus Bulbs is the right partner to enable our business to expand and grow throughout Europe."

LED Hut is headquartered in Jersey (Channel Islands) with an operational base in Manchester, Great Britain. LED Hut started trading in 2011 with a uniquely positioned website (www.ledhut.co.uk) serving the business and consumer needs in all types of LED lighting. While LED Hut can serve most of Europe through its UK site, it also markets through dedicated websites serving customers in France and Germany. LED Hut also operates a dedicated call center consisting of multi-lingual customer service representatives who are able to assist with LED questions for retail and business customers alike.

LED Hut and its proprietary Lumilife product line are well positioned to capture more market share in the changing European lighting industry. LED technology has evolved rapidly and these super-efficient diodes have expanded their reach into home and office lighting. LEDs use a fraction of the energy of halogen and incandescent bulbs, and LED Hut has made it their mission to convert a million homes to this money saving, greener alternative. Over the past year alone, LED Hut has replaced over 900,000 standard lights with energy saving LED lights, resulting in customer savings and the reduction of over 3,000 tons of carbon emissions.

About LED Hut

LED Hut Ltd supplies LED products to customers throughout Europe. The LED Hut headquarters are located in Jersey (Channel Islands) with an operational base in Manchester Great Britain. LED Hut is the leading online marketer of LED light bulbs under its proprietary Lumilife product brand. For more information, visit <http://www.ledhut.co.uk/>.

About Batteries Plus Bulbs

Batteries Plus Bulbs is the nation's first, largest and fastest growing battery and light bulb franchise with a nationwide network of over 625 stores in 47 states and Puerto Rico. Batteries Plus Bulbs is majority-owned by [Roark Capital Group](#), an Atlanta-based private equity firm. With access to more than 45,000 types of batteries, light bulbs and accessories, Batteries Plus Bulbs has the widest selection of battery and light bulb products available and offers unmatched service to retail and business consumers at the national and local levels. Batteries Plus Bulbs also offers on-site repairs for Apple® devices, including iPhones®, iPads® and iPods®, most Samsung® devices and many more. For additional information, visit www.batteriesplus.com.