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Lithium-Ion Forklift Battery Developer Flux Power Adds Two Regional Sales Executives with Substantial Material Handling Experience and Relationships

VISTA, Calif., Oct. 20, 2017 (GLOBE NEWSWIRE) -- Flux Power Holdings, Inc. (OTCQB:FLUX), a developer of advanced lithium batteries for industrial applications including electric forklifts and airport ground support equipment, announced today the expansion of its national sales effort with the appointment of Gary Wellinger as Regional Sales Manager, Southeast Region, and Adam Abrom as Regional Sales Manager, Eastern Region.

Gary Wellinger joins Flux from Bjorkman Industrial Power, a large industrial battery and services distributor with offices in the Northeast. Adam Abrom joins Flux from Raymond Storage Concepts based in Ohio. Raymond Storage Concepts is the official dealer of Raymond Forklifts in Ohio, Kentucky, Southeast Indiana and West Virginia. Raymond Forklifts are manufactured by The Raymond Corporation.

Messrs. Abrom and Wellinger are charged with accelerating sales of Flux's industry-leading lithium-ion batteries which are designed to replace lead-acid batteries to power forklifts and airport ground service equipment. Flux's flagship LiFT Pack for walkie pallet jack forklifts, one of the most broadly deployed tools for material handling, delivers superior performance and a substantially longer useful life at a total cost of ownership well below lead acid options.

Flux LiFT Packs are increasingly recognized as a best-in-class power solution for walkie pallet jacks, which are used in delivery trucks, warehouses, depots and stores, particularly for material handling intensive applications in the food, beverage, grocery and consumer products production and distribution industries.

Flux is also in active development of a full line of lithium battery solutions to power the larger Class 1 and Class 2 lift equipment that requires even greater power output. As a first mover in the lift equipment industry, Flux is garnering significant attention from fleet managers and OEM's for the improved efficiency, performance, charging, safety, useful life and environmental profile of its LiFT Pack line.

Flux CEO, Ron Dutt, commented, "Gary and Adam have both chosen to transition their successful careers to focus on the significant growth opportunity we all see for lithium-ion battery solutions. Both have extensive sales experience and accomplishment serving large, sophisticated material handling equipment customers. Gary and Adam also bring to Flux very strong technical understanding of the merits of lithium battery power and the challenges of decade's old lead-acid battery solutions.

"Their drive and proven ability to build enduring customer relationships should accelerate

Flux's ability to convert our broad base of customer interest – validated by LiFT Pack pilots and initial purchases – into expanded partner engagement and accelerating customer sales.”

About Flux Power Holdings, Inc. (www.fluxpwr.com)

Flux Power develops advanced lithium-ion batteries for industrial uses, including its first-ever UL 2271 Listed lithium-ion “LiFT Pack” forklift batteries. Flux solutions utilize its proprietary battery management system (BMS) and in-house engineering and product design. Flux batteries deliver improved performance, extended cycle life and lower total cost of ownership than legacy lead-acid solutions. Flux sells primarily to lift equipment OEM's, their dealers and battery distributors. Current products include advanced battery packs for motive power in the lift equipment and airport ground service markets.

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This release contains projections and other "forward-looking statements" relating to Flux's business, that are often identified by the use of "believes," "expects" or similar expressions. Forward-looking statements involve a number of estimates, assumptions, risks and other uncertainties that may cause actual results to be materially different from those anticipated, believed, estimated, expected, etc. Such forward-looking statements include the development and success of new products, projected sales, the Company's ability to timely obtain UL Listing for its products, the Company's ability to fund its operations, distribution partnerships and business opportunities and the uncertainties of customer acceptance of current and new products. Actual results could differ from those projected due to numerous factors and uncertainties. Although Company believes that the expectations, opinions, projections, and comments reflected in these forward-looking statements are reasonable, Company can give no assurance that such statements will prove to be correct, and that the Company's actual results of operations, financial condition and performance will not differ materially from the results of operations, financial condition and performance reflected or implied by these forward-looking statements. Undue reliance should not be placed on the forward-looking statements and Investors should refer to the risk factors outlined in our Form 10-K, 10-Q and other reports filed with the SEC and available at www.sec.gov/edgar. These forward-looking statements are made as of the date of this news release, and Company assumes no obligation to update these statements or the reasons why actual results could differ from those projected.

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