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Industrial Lithium-Ion Battery Developer Flux Power Expands National Sales Effort with Two Proven Senior Executive Appointments

VISTA, Calif., May 08, 2017 (GLOBE NEWSWIRE) -- Flux Power Holdings, Inc. (OTCQB:FLUX), a developer of advanced lithium batteries for industrial applications including electric forklifts and airport ground service equipment, announced today the expansion of its national sales effort with the appointment of Tod Kilgore as National Accounts Sales Director and Jason Ladin as Regional Sales Manager, Western Region.



Flux LiFT Packs on our Vista factory floor awaiting shipment to customers.

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/bce1cd40-e685-4cca-a4a7-d46d965c66f3>

Messrs. Kilgore and Ladin are charged with accelerating sales of Flux's innovative UL listed lithium-ion LiFT Pack batteries which replace conventional lead-acid batteries in walkie pallet jack forklifts. Walkies are the ubiquitous material handling workhorses for delivery trucks, retail stores, warehouses and depots within material handling-intensive industries such as food, beverages, groceries and snacks, retail and consumer products.

Flux's lithium-ion battery solutions deliver improved efficiency, performance, charging, safety and environmental impact and a substantially longer useful life that deliver compelling total cost of ownership savings that have garnered significant attention with fleet managers. Flux continues to ramp its LiFT Pack production that is focused on large business operations,

producing 150 packs in March and targets reaching 250 packs per month this fall.

Flux CEO, Ron Dutt, commented, “Tod and Jason have tremendous excitement and confidence in the opportunity for our lithium-ion batteries to deliver greater performance and return on investment in the material handling industry. Tod has the experience to lead and grow Flux’s sales team and reach into major national accounts across the U.S. Jason brings hands-on experience selling and servicing equipment for forklift customers as well as a detailed understanding of the realities of decade’s old lead-acid battery technology.

“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.”

Mr. Kilgore commented, “I was attracted to Flux because of their clear differentiation in the market as well as their success in introducing new battery technology to a conservative industry in a relatively short period of time. Driving efficiency and reducing costs in the supply chain is one critical path to enhancing profitability in businesses that rely upon intensive material handling operations. Flux’s first-mover leadership in assisting customers achieve those objectives creates a very exciting career opportunity, particularly given that we are still in the early stages of the commercialization process.”

Mr. Kilgore is a results oriented leader with strong track record of performance building and leading world-class sales and marketing teams for industrial technology based companies. He joins Flux Power from [Sanmina Corporation](#) where he served as Senior Director for Business Development, following prior leadership positions within the electrical equipment engineering and contract manufacturing industries.

Mr. Ladin has sales experience, accomplishment and a network of client relationships from nearly a decade selling motive power batteries and chargers. Having seen first hand the potential for lithium-ion solutions to replace lead acid batteries, he decided to join Flux and help drive adoption of the new storage technology.

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 support 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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Media & Investor Relations:
Catalyst Global LLC
Chris Eddy, Helen Sun
212-924-9800
flux@catalyst-ir.com



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