

March 23, 2015



# Flux Power Unveils New 500Ahe Lithium Battery Line for End Rider Forklifts/Pallet Jacks at ProMat 2015, March 23 - 26 in Chicago

## Builds Upon Flux's LiFT Pack Batteries for "Walkie" Pallet Jacks to Run Larger, Higher Power Class III Lift Equipment

CHICAGO, IL and VISTA, CA -- (Marketwired) -- 03/23/15 -- **ProMat 2015** - Flux Power Holdings, Inc. (OTCQB: FLUX), a developer of advanced lithium batteries for industrial applications, today announced the beta version of its 500Ahe LiFT Pack lithium-ion battery for "End Rider" pallet jacks, the newest entrant to its LiFT Pack line for Class III lift equipment (forklifts). Flux Power will exhibit at ProMat 2015 for the first time, where it will unveil the **500Ahe LiFT Pack model E3 beta** ([photo](#); [product sheet](#)) along with the full LiFT Pack line, in **booth #5527** at Chicago's McCormick Place convention center, March 23-26.

In response to customer requests for a higher power lithium storage alternative to legacy lead-acid batteries, Flux developed and is now releasing the beta version of its 500Ahe LiFT Pack model E3 battery for End Rider pallet jacks which carry a standing driver in addition to a pallet load. End Riders are larger, heavier and more powerful than "Walkie" pallet jacks, Flux's initial target market, requiring a more robust energy storage solution. Flux's strategy has been to build industry awareness and adoption for its lithium-based LiFT Pack solutions, starting with smaller, widely-deployed Walkies, and then to extend into larger, more complex solutions such as End Riders.

Flux CEO Ron Dutt, commented, "Flux Power is transforming the industrial battery sector with its expanding line of lithium battery packs that significantly exceed the performance of traditional lead-acid batteries at a significantly lower total cost of ownership. Our state-of-the-art lithium solutions solve a variety of existing performance challenges with a common theme: *longer run times, sustained high power performance, limited maintenance and a greener solution*. Flux delivers these advantages at price points that significantly lower the total cost of ownership compared to conventional battery offerings."

Flux has secured leading OEM and global customer technical approvals for its 250Ahe, 135Ahe and 80Ahe LiFT Pack models that power Walkie pallet jacks. National and regional material handling operators with significant Class III material handling needs have piloted Flux LiFT Packs and are now moving into initial or expanded deployments. These customers have experienced the performance benefits of Flux LiFT Packs and are thrilled to find a viable alternative to legacy solutions.

The 500Ahe LiFT Pack model E3 beta will initially be available to select partners and customers for field trials, please contact [sales@FLUXpwr.com](mailto:sales@FLUXpwr.com) for more information.

**About ProMat 2015** ([www.promatshow.com](http://www.promatshow.com))

ProMat 2015 is the premier showcase of material handling, supply chain and logistics solutions in North America. The show offers productivity solutions and information by showcasing the products and services of over 700 leading material handling and logistics providers.

**About Flux Power Holdings, Inc.** (<http://www.FLUXpwr.com>)

Flux Power develops and markets advanced lithium-ion energy storage systems ('batteries') based on its proprietary battery management system (BMS) and in-house engineering and product design. Flux storage solutions deliver improved performance, extended cycle life and greater return on investment than legacy solutions. Flux sells direct and through a growing base of distribution relationships. Products include advanced battery packs for motive power in the lift equipment, tug and tow and robotics markets, portable power for military applications and stationary power for grid storage.

**Flux Blog:** [Flux Power Currents](#)

**Facebook:** [FLUXPower](#)

**Twitter** Company: [@FLUXpwr](#) Investor Relations: [@FluxPowerIR](#)

**LinkedIn** [Flux Power](#)

**BoardVote:** [BoardVote.com/symbol/FLUX](http://BoardVote.com/symbol/FLUX)

*This release contains certain "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 risks and 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, distribution partnerships and business opportunities and the uncertainties of customer acceptance of new products. Actual results could differ from those projected in due to numerous factors. These forward-looking statements are made as of the date of this news release, and we assume no obligation to update these statements or the reasons why actual results could differ from those projected. Although we believe that beliefs, plans, expectations and intentions in this press release are reasonable, there can be no assurance that they will prove to be accurate. 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](http://www.sec.gov/edgar).*

Flux, Flux Power and associated logos are trademarks of Flux Power Holdings, Inc.

**Flux Power:**

Kerri Taylor

Director of Business Development

Office: 877-505-3589; Cell: 760-305-3643

[Email Contact](#)

**Media & Investor Relations:**

Chris Eddy

Catalyst Global LLC

212-924-9800

[Email Contact](#)

Source: Flux Power Holdings, Inc.

