14 Research Drive, Bethel, CT 06801

DURACELL®A Berkshire Hathaway Company

Date: Aug 19, 2020

Duracell High Power Lithium CR123A Battery Label Change Announcement

Dear B2B/OEM Customer,

This is to inform you that an artwork change is being implemented to the label of Duracell's High-Power Lithium (HPL) CR123 cells made in USA as part of an annual occurrence where we update the "Best By" year.

The new label code for NA customers is 1016051, and the new label code for Europe customers is 1016652. The Best by year has been changed to 'Mar 2030' from 'Mar 2029'. Please see Appendix for the label images and the changes made. Start of Ship for the product with new label is October 2020.

All other aspects of the battery remain the same (raw materials, construction method, equipment and manufacturing location).

Duracell provides this notification as a courtesy to our customers.

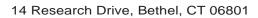
Please feel free to contact your Duracell sales manager for additional information.

Cordially,

Manasa Nalla Global Technical Services Manager

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Email: nalla.m@duracell.com





Appendix

Current Label	Future Label – for NA customers	Future Label – for EU customers
Made in USA	Made in USA	Made in USA
1012200	1016051	1016652
Mar 2029	Mar 2030	Mar 2030
	SOS – October 2020	SOS – October 2020
MISEEN GARDE: La pile peut exploser ou causer des brulures si elle est démonfée, rechargée ou exposée aux flammes ou à des températures élevées. Fabriqué aux É-U. CAUTION: Battery can explode or cause burns if disassembled, recharged or exposed to fire or high temperature. Made in U.S.A. DURACELL® LITHIUM 123 CR17345 3V SN 1012200 MAR 2029	MISE EN GARDE: La pile peut exploser ou causer des brûlures si elle est démontée, rechargée ou exposée aux flammes ou à des températures élevées. Fabriqué aux EU. + DURACELL® LITHIUM CAUTION: Battery can explode or cause burns if disassembled, recharged or exposed to fire or high temperature. Made in USA. DURACELL® LITHIUM 123 CR17345 3V \$\frac{\	MISE EN GARDE: La pile peut exploser ou causer des brûlures si elle est démontée, rechargée ou exposée aux flammes ou à des températures élevées. Fabriqué aux Etats-Unis CAUTION: Battery can explode or cause burns if disassembled, recharged or exposed to fire or high temperature. Made in U.S.A. DURACELL® LITHIUM CR123 CR17345 3V Nature CR123 CR123 CR17345 3V Nature CR123 CR17345 AV Na