



Market Data

Symbol	UPG
Exchange	NYSE Amex
Website	www.upgi.com
Common Stock Price	\$3.64
Market Cap	\$18.2M
52-Week Range	\$1.00 - \$4.25
Shares Outstanding	5.00M
<i>(information as of COB 1/13/10)</i>	

Recent Facts

January 12, 2010 - Energizer Holdings, Inc. (NYSE: ENR) and partner Universal Power Group, Inc. (NYSE Amex: UPG) today announced that the new Energizer® All-in-One Auto Charger was honored with the Popular Mechanics 2010 Editor’s Choice Award. They join 22 other leading technology companies recognized by the magazine for introducing innovative new products at the International Consumer Electronics Show (CES), held Jan. 7-10 in Las Vegas.

January 5, 2010 - Universal Power Group, Inc. (NYSE Amex: UPG), today announced that it has signed a letter of intent to enter into a multi-year battery distribution agreement with K2 Energy Solutions, Inc., a developer and manufacturer of rechargeable battery systems for electric vehicles and energy storage applications. Under terms of the agreement, UPG will have the rights to market, distribute and sell K2’s complete line of lithium iron phosphate products.

December 22, 2009 - Universal Power Group, Inc. (NYSE Amex: UPG) today announced that it has negotiated a 7.5 percent principal reduction in exchange for the early repayment of its outstanding 6-percent notes, due June 20, 2012 and has prepaid the remaining \$4.0 million in principal less the discount.

December 18, 2009 - Universal Power Group, Inc. (NYSE Amex: UPG) today announced that the Company has completed a new, expanded \$30-million credit agreement with Wells Fargo & Company (NYSE: WFC). The facility includes an accordion feature that enables the \$30 million credit line to be increased by an additional \$10 million. The agreement also lowers the Company’s overall cost of capital and provides for greater flexibility to grow the business.

Company Profile

Universal Power Group, Inc. (NYSE Amex:UPG) is a leading supplier and global distributor of batteries and related power accessories, and a provider of supply chain management and value-added services. The Company has also partnered with Energizer Holdings, Inc. to develop a line of automotive power products under the Energizer® brand. By providing a unique platform of supply chain capabilities, coupled with expanding product lines that focus on meeting increasing consumer needs for accessibility, portability and mobility, UPG gives its customers the added competitive edge to maximize overall operational efficiencies and in turn, facilitate strategic growth.

Markets Served:

Automotive, Consumer, Electronics, Hunting, Industrial, Marine, Medical, Medical Mobility, Motorcycle, Power Sports, OEM, Security, Telecommunications, Uninterruptable Power Supply (UPS)



Battery & Power Products

Industrial and Consumer Battery Chemistries: Sealed Lead-Acid, Nickel- Cadmium, Lithium, Carbon-Zinc, Nickel Metal Hydride, Alkaline, Carbon Zinc, Lithium Polymer, Lithium Iron Phosphate; Power Accessories: Marine & Medical Battery Chargers, 12-volt DC Accessories, Solar Panels, Spotlights; Energizer® branded automotive accessories under a licensing agreement with Energizer Holdings, Inc.



Security products

Access Controls, Horns, Speakers, Sirens, Transformers, Installation Peripherals, Wire & Cable



Hunting products

Blinds, deer feeders, varmint traps, hunting kits under the Monarch brand name



Supply Chain Management & Value Added Solutions

Including: Third Party Logistics, Battery Pack Assembly, Custom Packaging, Product Development, Turn-Key Solutions, Kitting, Private-Branding



Sales & Marketing Support

Established distribution channels in a wide range of markets, heavy tradeshow participation, skilled sales and marketing team



Sourcing & Procurement

Long term global supplier relationships allow for reliability and flexibility in meeting customer needs, ensuring quality, timely delivery and effective inventory management



Battery Recycling

Coordination with EPA authorized haulers to pick up used sealed lead-acid batteries and deliver to approved smelters for recycling



Investment Highlights

- Infrastructure in place to support immediate and long-term growth
- Value-added services and one-stop solutions serve as competitive advantage
- Well-established and long-standing sourcing relationships in Asia
- Strong balance sheet affords UPG financial flexibility to pursue strategic growth initiatives
- Proven financial track record
 - * 5 years of double-digit net sales growth (CAGR=37.5%)
 - * Increase in pre-tax profit in 4 of last 5 years (CAGR=25.4%)
- Book value: \$3.74



Balance Sheet Summary

(in millions)	9/30/09	12/31/08	12/31/07
Cash and cash equivalents	\$0.44	\$3.26	\$6.91
Working Capital	\$20.10	\$20.60	\$21.21
Total assets	\$46.89	\$55.74	\$49.41
Total liabilities	\$28.64	\$37.03	\$31.76
Total stockholder's equity	\$18.25	\$18.71	\$17.66

Executing on Our Growth Strategy

New customer acquisition — UPG’s goal is to leverage its supply chain experience to gain new customers and capitalize on the growing trends towards outsourcing. UPG has the infrastructure — warehouse capacity, inventory management, distribution and experience — in place to provide retailers and manufacturers with lower cost supply chain solutions. Importantly, UPG’s relationship with Broadview Security and its authorized dealers positions the Company well in marketing their services to other top players in the home security industry. As the increased demand for outsourcing spans all industries, UPG continues to target new supply chain opportunities.

Expand product offerings — UPG is particularly focused on expanding and diversifying the breadth of its offerings in higher margin and rapidly growing markets, such as related power accessories, consumer electronics, recreational power sports and hunting. The Company announced a partnership with Energizer Holdings, Inc. to develop a line of automotive battery products under the Energizer® brand, available through automotive, mass merchandise and other retailers.

Opportunistic Acquisitions — UPG pursues a strategy of making opportunistic acquisitions that enhance its products, expand distribution, or augment the vertical integration of its overall business. All potential acquisitions are thoroughly reviewed to ensure a synergistic fit with UPG’s existing businesses and infrastructure. A priority is placed on those acquisitions that offer an attractive return on investment and the opportunity to become earnings-accretive. As a result, UPG’s acquisition strategy represents an important tool for maximizing shareholder value.

Management Team

Ian Edmonds — CEO & President

COO since 2002; a decade of operational and corporate finance experience

Mimi Tan – SVP Business Development & Marketing, Corporate Secretary

SVP since 2002; Oversees new business development, marketing and overall branding strategies

Ramin Salehi — SVP Supply Chain & Information Technology

SVP since 2006; Oversees the direction and tactical execution of supply chain and information systems

Quarterly Financial Information

(in millions except per share amounts)	3Q09	3Q08
Revenues	\$27.5	\$30.7
% Growth	-10.3%	2.9%
Operating Income	\$1.2	\$1.0
% Growth	23.1%	-3.8%
Diluted EPS	\$0.12	\$0.08
% Growth	50.0%	-42.9%

Contacts

Headquarters

1720 Hayden Dr
Carrollton, TX 75006
1-866-892-1122
Mimi Tan - tanm@upgi.com

Investor Relations

Lambert, Edwards & Associates
616-233-0500
Jeff Tryka - jtryka@lambert-edwards.com