

FOR IMMEDIATE RELEASE

HOB Custom Power Changes Corporate Name to Custom Power
New Name Reflects Company's Focus on Broader Power Solutions

FOUNTAIN VALLEY, CA, December 6, 2019- Today HOB Custom Power announced that the company has officially changed its name to: Custom Power. The company will begin using the Custom Power brand immediately to emphasize its specialized design and engineering capabilities in developing custom, complex power solutions for a broad range of mission critical and safety-sensitive applications.

Mel Weis, CEO of Custom Power, explained that the company has become a market leader for designing and manufacturing a wide variety of novel energy solutions for its medical device, military and industrial customers. The company's name needed to reflect its current positioning in the marketplace. "While we are proud of our 50-year legacy as House of Batteries (HOB) and HOB Custom Power, we are embracing the Custom Power brand as a clear signal that our offering today includes not only battery systems, but advanced energy solutions. We partner with clients to engineer and manufacture innovative energy solutions using the latest technology – including power supplies, energy storage, large modular designs and other leading-edge developments," Weis said.

The company—now a leading designer and manufacturer of customized, mission-critical power systems for OEMs—was originally founded as a battery distributor over 50 years ago and quickly adapted to serve the needs of commercial manufacturers. The company has been solely focused on OEMs for the past 35 years, expanding its engineering and power system manufacturing capabilities along the way to ensure its differentiation as a value-added partner to its customer base that demands the highest level of quality and service.

Recently, Custom Power partnered with Elan Growth Partners to provide it with additional capital and strategic resources to support its vision for rapid expansion. Weis added, "Our Custom Power brand name also reflects our promising future as an Elan Growth Partners portfolio company, as we invest in the latest power technology and additional engineers to pursue further growth and international expansion. These are exciting times for the company as we further distinguish our energy solution capabilities."

About Custom Power

Based in Orange County, CA, Custom Power designs and develops innovative energy solutions for the medical device, military and industrial markets. By focusing on "what's next" for its customers' advancing power needs, the company has become a leader in engineering and manufacturing customized power solutions from complex battery systems to efficient energy storage and modular designs. The company is sought-after by OEMs to create unique power solutions for mission-critical products that save lives, protect our soldiers and accelerate technology.