Energizer and VH1 Save the Music Foundation Give the Gift of Music With Surprise Performance by VH1 Save the Music Foundation Ambassador Jordin Sparks

06/22/11

Jordin Sparks Hosts Surprise Performance to Kick Off Series of School Grants & Raises Awareness for Music Education; Opportunity for Fans to Win Trip to See Jordin Perform Live in New York City

SAINT LOUIS, Jun 22, 2011 (GlobeNewswire via COMTEX) --

Just because Season 10 of American Idol(R) has come to a close doesn't mean summer has to go by without hearing from your favorite American Idol(R) stars. On July 28, Grammy(R)-nominated platinum-recording artist and VH1 Save The Music Foundation Ambassador, Jordin Sparks will take the stage in New York City to give fans, tourists, and passersby a rare, surprise performance of her latest hits. The exclusive show will be in celebration of the Energizer partnership with the VH1 Save The Music Foundation -- a non-profit organization dedicated to restoring instrumental music education in America's public schools.

But here's the catch -- you have to find her first! The location of Sparks' performance is a mystery, so keep your eyes on the VH1 Save The Music Foundation tab on the Energizer Bunny(R) Facebook page, check out the Energizer Bunny(R) Twitter handle, @EnergizerBunny or follow #EnergizerSTM on Twitter for the latest news about the performance. The event, which will be free and open to the public, is part of Energizer's second major initiative of the now that's positivenergy(TM) campaign.

And for all those who won't be in the Big Apple -- have no fear! Energizer may be powering your trip to take you there. Energizer Bunny(R) Facebook fans will all have the chance to win a trip to New York City to see Sparks' live performance. To enter, fans can upload a photo and tell a story on the Energizer Bunny(R) Facebook page about how music has made an impact on their lives. One winner -- who will be selected at random -- and a guest will receive a round-trip flight to New York City, three nights in an area hotel, $500 spending money as well as a once-in-a-lifetime chance to see VH1 Save The Music Foundation Ambassador, Jordin Sparks.

Sparks' "pop-up" performance will kick off a series of grants Energizer and the VH1 Save The Music Foundation will make to schools around the country in need of musical instruments. Energizer is supporting these grants with a $250,000 donation to the VH1 Save The Music Foundation to help restore instrumental music education in public schools. Together with the Foundation, this campaign brings awareness to the importance of music as part of a child's complete education, gives the gift of music to schools across the country and shows people a number of ways to further awareness and give back to their own communities.

"Music has impacted my life in such positive ways that I want to do my part to help others who may not have access to a music education," said Sparks. "Being part of this campaign teaches us the importance of music in a child's life, and that we all have the power to make a difference."

Powering America's Schools

Students in high-quality school music education programs score higher on standardized tests compared to students in schools with deficient music education programs, regardless of the socioeconomic level of the community.

"It's been proven that music provides enriching benefits to a child's education, making the lack of music programs in our country's schools all the more significant," said Jim Olsen, Vice President of Marketing for Energizer North America. "From donations to public school music programs, to spreading the word about the positive impact music education has on students' overall learning, we hope everyone takes the opportunity to join Energizer in this effort and get involved."

How to Get Involved

There are easy ways the public can join Energizer in its efforts to power music education with the VH1 Save The Music Foundation:

```
--  Share and Win! -- Tell us how music has positively impacted your life.
```

In addition to powering music education in America's public schools, Energizer is also powering Americans' playlists. Right now in stores, specially-marked Energizer products contain a special code so when someone buys three participating products, he or she can go online to www.nowthatspositivenergy.com/music and redeem the codes for a $10 iTunes Gift Card.

Jordin Sparks

In 2007, 19 Recordings/Jive records artist Jordin Sparks broke onto the music scene by winning over America and became, at that time, the youngest-ever winner of American Idol(R). In the following three years, Jordin has released two albums with her self-titled debut going platinum, and just released a new single this summer, I AM WOMAN. Sparks has won two BET Awards, one American Music Award, one People's Choice Award and has been nominated for two MTV Awards and one Grammy(R). This past year Jordin also made her Broadway debut starring as Nina Rosario in the Tony(R)-winning musical In The Heights.

But it's not all a song and dance for Sparks. As the spokesperson for the "I'm M.A.D. Are You?" campaign and the 12\29 Music Project, she is also committed to teaching young people the importance of making a difference in their communities, which is why she enthusiastically joined Energizer and the VH1 Save The Music Foundation in their efforts to help restore music education in America's public schools.

now that's positivenergy(TM)

The partnership with the VH1 Save The Music Foundation is one of Energizer's major initiatives as part of its new now that's positivenergy(TM) campaign. The campaign was born from the realization that everyone is beginning to take more responsibility for the choices they make, but no one wants to sacrifice performance. Energizer is committed to offering choices to meet both of those needs -- from long-lasting products that create less waste because consumers are using fewer batteries, to national initiatives that help make the world a better place, the company has always designed with people and the planet in mind.

The VH1 Save The Music Foundation

From Milwaukee to Mobile, Los Angeles to Long Island, the VH1 Save The Music Foundation has worked for more than a decade to restore instrumental music education programs. To date, the VH1 Save The Music Foundation has provided more than $47 million in new musical instruments to 1,750 public schools in more than 100 cities around the country, impacting the lives of over 1.6 million children.

"Our mission is to ensure that every child has access to a complete education that includes the benefits of instrumental music instruction," said Paul Cothran, Vice President and Executive Director of the VH1 Save The Music Foundation. "No child should have to grow up without music in their lives, and it's campaigns like this, with Energizer, that help spread the word about the importance of music and inspire everyone to get involved."

For More Information

For more information on Energizer's partnership with VH1 Save The Music, visit www.nowthatspositivenergy.com/music or www.facebook.com/energizerbunnyand click on the VH1 Save The Music tab.

For more information on the VH1 Save The Music Foundation, visit www.vh1savethemusic.com.

*SOURCE: 2008 Survey of Public Participation in the Arts, Research Report #49. National Endowment for the Arts. November 2009. Page iii

Marisa Giller for Energizer314.727.5700 X105marisag@blickandstaff.com

Nick Carcaterra for VH1 Save The Music Foundation212.333.7728 x126nickc@susanblondinc.com

Victoria Varela/Kerri Brusca for Jordin Sparksvictoriavarela@varelamedia.comkerribrusca@hotmail.com

About Energizer

Energizer Holdings, Inc. (NYSE:ENR), headquartered in St. Louis, Mo., is one of the world's largest manufacturers of primary batteries, portable flashlights and lanterns. Energizer is a global leader in the dynamic business of providing power solutions with a full portfolio of products including Energizer(R) brand battery products Energizer(R) MAX(R) premium alkaline; Energizer(R) Ultimate Lithium; Energizer(R) Advanced Lithium; Rechargeable batteries and charging systems; and portable flashlights and lanterns.

Energizer continues to fulfill its role as a technology innovator by redefining portable power solutions to meet people's active lifestyle needs for today and tomorrow with Energizer(R) Energi To Go(R) chargers for rechargeable portable devices; charging systems for wireless video game controllers; and specialty batteries for hearing aids, health and fitness devices, as well as for keyless remote entry systems, toys and watches. Energizer is redefining where energy, technology and freedom meet to bring to market consumer-focused products that power the essential devices that help people stay connected and on the go at work and at play. Visit www.energizer.com, www.facebook.com/energizerbunny.

About VH1 Save The Music Foundation

The VH1 Save The Music Foundation is a nonprofit organization dedicated to restoring instrumental music education programs in America's public schools, and raising awareness about the importance of music as part of each child's complete education. To date, VH1 Save The Music has provided more than $47 million in new musical instruments to 1,750 public schools in more than 100 cities around the country, impacting the lives of over 1.6 million children. The 2012 Ambassador Class - dedicated to raising awareness and funds to benefit The Foundation - includes: Amber Riley, Ciara, Jewel, John Legend, John Mayer, Kristin Chenoweth, Lifehouse and Sara Bareilles. Get involved at www.vh1savethemusic.com and follow us on twitter @vh1savethemusic.

This information was brought to you by Cision http://www.cisionwire.com

http://www.cisionwire.com/blick-staff-communications/r/energizer-and-vh1-save-the-music-foundation-give-the-gift-of-music-with-surprise-performance-by-vh1-,c9138344

The following files are available for download:

This news release was distributed by GlobeNewswire, www.globenewswire.com

SOURCE: Energizer Holdings Inc.

```
wkr0001.pdf       PDF  wkr0006.jpg       Energizer Bunny(R)  wkr0007.jpg       I
```

Powered by SITECORE