

# Energizer Partners With Global Charity One Million Lights and Sponsors Night Races Around the World in Support of Its now that's positivenergy(TM) Platform

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ST. LOUIS, MO, Oct 13, 2011 (MARKETWIRE via COMTEX) --

More than 1.6 billion people worldwide lack access to electricity and depend on costly and health-hazardous kerosene lamps.(1) Given this urgent need for safe and reliable lighting, Energizer (NYSE:ENR) is teaming up with the non-profit organization One Million Lights on a unique event to shed light on this important cause: the Energizer Night Race for a Brighter World.

As part of its new global platform -- now that's positivenergy(TM) -- Energizer is pledging to donate 11 million hours of light in 2011 to rural communities in need around the world. In unprecedented fashion, the commitment officially kicks off the weekend of 11.11.11 (Nov. 11, 2011) with the Energizer Night Race for a Brighter World, a series of nighttime races taking place in different countries around the world to show united support for what has become an international issue.

Runners will be equipped with an Energizer headlight, and each runner who participates helps bring Energizer closer to its goal of donating 11 million hours of solar light to One Million Lights, a global charity dedicated to improving the lives of people around the world by providing them with clean and healthy solar lighting. The Energizer Night Race for a Brighter World series will continue in additional countries hosting races throughout the year to help increase the donation to communities in need.

Kerosene lamps are often a costly and dangerous lighting solution for rural families. Many spend up to half of their income on the kerosene, even though it provides inadequate illumination.(2) Kerosene is also responsible for 1.5 million deaths from burns and respiratory illnesses annually(3) -- 62 percent of which are children.(4) Further, each kerosene lamp emits more than 100kg of carbon every year, adding up to 190 million tons of global carbon emissions annually.(5)

"The solar-powered LED lanterns and bulbs donated by Energizer are invaluable to these rural communities," said Anna Sidana, founder of One Million Lights. "Safe and healthy solar lighting not only saves money and lives, but it also gives these families the opportunity to work, study and play when they otherwise could not."

The Energizer Night Race for a Brighter World is the first global initiative of the new platform, now that's positive energy(TM), which combines performance plus responsibility and demonstrates Energizer's long-standing commitment to responsible power and serving the community.

"We know people share our desire to help make the world a better place," said Jeff Ziminski, Chief Marketing Officer. "Every person who participates in the Energizer Night Race for a Brighter World helps bring us closer to reaching our donation goal, reinforcing the idea that each one of us has the power to make a positive impact."

Energizer Night Race for a Brighter World Races in 2011:

-- Argentina-- Belgium-- Canada (4 locations)-- Colombia-- Ecuador-- Greece--



More races to come in additional countries in 2012.

Join The Energizer Night Race for a Brighter World: United States

The Energizer Night Race for a Brighter World will kick off in the United States in Houston, Texas, on Nov. 11, 2011, with an 11K race and 1.1 mile fun run for runners and walkers of all ages and skill levels. Representatives of One Million Lights will be on hand with information, photos and videos to explain the benefits of safe, portable solar lighting for families and their communities.

In December, Energizer will be the Official Positivity Sponsor of the Las Vegas Rock and Roll Marathon, which is the country's largest night-time marathon event. Energizer will equip all runners with headlamps in honor of the efforts One Million Lights is making to end the dependence on kerosene for light.

To register for the U.S. night race, visit [www.energizer.com/nightrace](http://www.energizer.com/nightrace).

For more information on the global initiative, go to [www.energizerglobalnightrace.com](http://www.energizerglobalnightrace.com).

(1) World Bank (2009), [www.worldbank.org/wdr2009](http://www.worldbank.org/wdr2009) (2) United Nations Development Program (UNDP), [www.undp.org](http://www.undp.org) (3) Christian Science Monitor, [www.csmonitor.com](http://www.csmonitor.com) (4) World Health Organization Report (2002), [http://www.who.int/wshr/2002/en/whr02\\_en.pdf](http://www.who.int/wshr/2002/en/whr02_en.pdf) (5) Alternatives to fuel based lighting in rural areas: Ibl.gov, Evan Mills (2006), [http://evanmills.ibl.gov/presentations/fuel\\_based\\_lightinggrocc.pdf](http://evanmills.ibl.gov/presentations/fuel_based_lightinggrocc.pdf)

Mills (2005), Mills (2010), United States Environmental Protection Agency (2010), Radecksy (2009), [www.epa.gov](http://www.epa.gov)

About One Million Lights One Million Lights is a registered nonprofit with a mission to improve the daily lives of children and adults by providing clean and healthy solar lighting. Its goal is to distribute one million solar lights and replace dangerous and polluting kerosene lamps.

One Million Lights provides clean, safe, affordable solar lighting to rural communities around the world through its international distribution programs, made possible by partnerships and donations. These solar lights enable children to study at night and adults to extend their workday, all while eliminating carbon emissions, improving household health, and greatly increasing income savings.

For more information on One Million Lights, please visit [www.onemillionlights.org](http://www.onemillionlights.org), [www.facebook.com/onemillionlights](https://www.facebook.com/onemillionlights) and [http://twitter.com/#!/millionlights](https://twitter.com/#!/millionlights).

About Energizer Energizer Holdings, Inc. (NYSE: ENR), headquartered in St. Louis, Mo., is one of the world's largest manufacturers of primary batteries and 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](http://www.energizer.com).

For more information contact: Sara Miller Email Contact 919-237-3636

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