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 electricityand depend on costly and health-hazardous kerosene lamps.(1) Giventhis urgent need for safe and reliable lighting, Energizer (NYSE:ENR) is teaming up with the non-profit organization One MillionLights on a unique event to shed light on this important cause: theEnergizer 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 torural 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 ofnighttime races taking place in different countries around the worldto show united support for what has become an international issue.

Runners will be equipped with an Energizer headlight, and each runnerwho participates helps bring Energizer closer to its goal of donating11 million hours of solar light to One Million Lights, a globalcharity dedicated to improving the lives of people around the worldby providing them with clean and healthy solar lighting. TheEnergizer Night Race for a Brighter World series will continue inadditional countries hosting races throughout the year to helpincrease the donation to communities in need.

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

"The solar-powered LED lanterns and bulbs donated by Energizer areinvaluable to these rural communities," said Anna Sidana, founder ofOne Million Lights. "Safe and healthy solar lighting not only savesmoney and lives, but it also gives these families the opportunity towork, study and play when they otherwise could not."

The Energizer Night Race for a Brighter World is the first globalinitiative of the new platform, now that's positivenergy(TM), whichcombines performance plus responsibility and demonstrates Energizer'slong-standing commitment to responsible power and serving thecommunity.

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

Energizer Night Race for a Brighter World Races in 2011:

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--  Argentina--  Belgium--  Canada (4 locations)--  Colombia--  Ecuador--  Greece-
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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 theUnited States in Houston, Texas, on Nov. 11, 2011, with an 11K raceand 1.1 mile fun run for runners and walkers of all ages and skilllevels. Representatives of One Million Lights will be on hand withinformation, 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 theLas Vegas Rock and Roll Marathon, which is the country's largestnight-time marathon event. Energizer will equip all runners withheadlights in honor of the efforts One Million Lights is making toend the dependence on kerosene for light.

To register for the U.S. night race, visitwww.energizer.com/nightrace.

For more information on the global initiative, go towww.energizerglobalnightrace.com.

(1) World Bank (2009), www.worldbank.org/wdr2009 (2) United NationsDevelopment Program (UNDP), www.undp.org (3) Christian ScienceMonitor, www.csmonitor.com (4) World Health Organization Report(2002), http://www.who.int/wshr/2002/en/whr02_en.pdf (5)Alternatives to fuel based lighting in rural areas: lbl.gov, EvanMills (2006),http://evanmills.lbl.gov/presentations/fuel_based_lightinggrocc.pdf

Mills (2005), Mills (2010), United States Environmental ProtectionAgency (2010), Radecksy (2009), www.epa.gov

About One Million Lights One Million Lights is a registerednonprofit with a mission to improve the daily lives of children andadults by providing clean and healthy solar lighting. Its goal is todistribute one million solar lights and replace dangerous andpolluting kerosene lamps.

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

For more information on One Million Lights, please visitwww.onemillionlights.org, www.facebook.com/onemillionlights andhttp://twitter.com/#!/millionlights.

About Energizer Energizer Holdings, Inc. (NYSE: ENR), headquarteredin St. Louis, Mo., is one of the world's largest manufacturers ofprimary batteries and portable flashlights and lanterns. Energizer isa global leader in the dynamic business of providing power solutionswith a full portfolio of products including Energizer(R) brandbattery products Energizer(R) MAX(R) premium alkaline; Energizer(R)Ultimate Lithium; Energizer(R) Advanced Lithium; Rechargeablebatteries and charging systems; and portable flashlights andlanterns.

Energizer continues to fulfill its role as a technology innovator byredefining portable power solutions to meet people's active lifestyleneeds for today and tomorrow with Energizer(R) Energi To Go(R)chargers for rechargeable portable devices; charging systems forwireless video game controllers; and specialty batteries for hearingaids, health and fitness devices, as well as for keyless remote entrysystems, toys and watches. Energizer is redefining where energy,technology and freedom meet to bring to market consumer-focusedproducts that power the essential devices that help people stayconnected and on the go at work and at play. Visit www.energizer.com.

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