Energizer First to Introduce Safe New Child-Resistant Packaging for Coin Lithium Batteries

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Leads charge with major step to reduce the incidence of battery ingestion among children

ST. LOUIS--(BUSINESS WIRE)--Sep. 10, 2012-- Today, *Energizer* announces a significant packaging improvement designed to reduce the occurrence of ingestions of coin-sized button batteries by children and the associated medical complications. The innovative new packaging, coming soon to store shelves nationwide, is made from more durable and flexible materials that make it very difficult for young children to open.* In addition to deterring children from getting into the package, *Energizer* has added easily understood icons on the front of the package to let parents know to keep the batteries away from small children, along with detailed warning copy advising of the danger of ingesting coin cell batteries and how to get help if they are swallowed. Once an adult has opened the package, they'll see a warning sticker on the back of the battery itself (with a tab for easy removal) that further reinforces the safety message. While the transition at retail may take some time, it is fully expected to be complete prior to the upcoming Holiday season.

Coin-sized button batteries are common household batteries that can be used safely to power everyday devices such as small remote controls, watches, calculators, flameless candles, car key fobs, talking greeting cards and other gadgets that small children often like to play with. The problem occurs if a child accesses the batteries and swallows one, which can lead to serious injury and even death.

"The incidence and severity of button cell battery ingestion is on the rise and not only did we want to bring visibility to what is an invisible threat in many homes, but we made a commitment to work toward both technology and packaging solutions that can save lives," said Stacey Harbour , *Energizer* Director of Marketing, U.S. Batteries. "The new child-resistant packaging can help prevent ingestion and is a big step in the right direction."



New Coin Lithium Batteries with Child Resistant Packaging (Photo: Business Wire)

In addition to a dedicated effort to improve both coin battery packaging and warnings associated to the batteries, *Energizer* has been leading positive change in this arena through additional research, advocacy and educational efforts. The company supports the National Capital Poison Center to research issues to prevent and treat battery ingestion and help consumers and doctors treat battery ingestion emergencies. The Center also advocates for other electronics companies to address the problem by developing child-resistant battery compartments. Most significantly, *Energizer* partnered with Safe Kids USA, a leader in the field of child safety, to launch The Battery Controlled. This campaign is raising awareness through advertising, printed materials and videos with important prevention and treatment tips for parents, caregivers, safety advocates and the medical community.

"While children usually swallow coin cell batteries they obtain directly from products or find left out or discarded, child-resistant packaging that meets the strict CPSC regulations has the potential to eliminate up to 11 percent of coin cell battery ingestions," said Dr. Toby Litovitz of the National Capital Poison Center, a key advisor for The Battery Controlled. "It's positive to see *Energizer* take a leadership position on this, and we hope this effort mobilizes all device and battery companies to identify and implement ways to reduce both the incidence of battery ingestion and the severity of the damage that can occur when these cells are swallowed."

For more information about *Energizer*® coin lithium button batteries, visit **www.Energizer.com**.

For more information about the risks of ingesting coin lithium batteries and the steps to prevent and treat the problem, visit **www.thebatterycontrolled.com**.

**Meets Consumer Product Safety Commission guidelines for child-resistant packaging.*

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*® brand battery products *Energizer*® MAX® premium alkaline; *Energizer*® *Ultimate Lithium*; *Energizer*® *Advanced Lithium*; Rechargeable batteries and charging systems; portable flashlights and lanterns; power connectors, inductive chargers and, most recently, comprehensive household lighting collections.

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 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.**

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Blick & Staff Communications
Heather Allen, 314-727-5700 ext. 119
HeatherA@blickandstaff.com