Energizer Holdings, Inc. Obtains U.S. Antitrust Clearance in Connection With American Safety Razor Acquisition

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Energizer Holdings, Inc. (NYSE: ENR), announced today that the waiting period for antitrust review under the Hart-Scott-Rodino Antitrust Improvements Act of 1976 in connection with Energizer's planned acquisition of American Safety Razor (ASR) expired at midnight last night. The acquisition has thus cleared antitrust regulatory requirements in the United States. Clearance from regulatory authorities in Germany and Taiwan remains as a condition that must be satisfied before closing. Energizer will continue to seek clearance from those authorities in advance of the November 23, 2010 deadline in the Asset Purchase Agreement between Energizer and ASR.

On October 8, 2010, Energizer announced that it was the winning bidder for ASR in bankruptcy court proceedings, and that Energizer signed an agreement with ASR to purchase substantially all of ASR's assets for $301 million in cash and the assumption of certain liabilities. If the remaining conditions to closing are satisfied, the acquisition is expected to close on November 23, 2010.

About Energizer:

Energizer Holdings, Inc., headquartered in St. Louis, Missouri and incorporated in 1999, is a consumer goods company operating globally in the broad categories of household and personal care products.

Energizer's Household Products Division offers consumers the broadest range of portable power solutions, anchored by the universally recognized Energizer(R) and Eveready(R) brands. The company's comprehensive product portfolio ranges from low-cost carbon zinc batteries suited for discount class of trades and developing markets to the world's longest lasting lithium AA and AAA primary batteries in high drain devices, plus specialty batteries, Energi To Go(R) chargers and a complete line of battery-powered flashlights and lanterns.

Energizer's Personal Care Division offers a diversified range of consumer products in the wet shave, skin care, feminine care and infant care categories. The company's portfolio includes well established brand names such as Schick(R) and Wilkinson Sword(R) men's and women's shaving systems and disposable razors; Playtex(R) tampons, gloves and infant feeding products; Banana Boat(R) and Hawaiian Tropic(R) sun care products; and Wet Ones(R) moist wipes.

SOURCE Energizer Holdings, Inc.

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