Energizer Portfolio of Portable Power and New Products Unveiled at "Digital Experience!" In Advance of 2007 International Consumer Electronics Show

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Company Showcases Power for High-Tech Devices and New Products Powered by The World's Longest Lasting AA and AAA Batteries

LAS VEGAS--(BUSINESS WIRE)--Jan. 8, 2007--As the 2007 International Consumer Electronics Show (CES) opens this week, Energizer Holdings, Inc. (NYSE: ENR), a global leader in the dynamic business of providing portable power, is unveiling several new products, reintroducing others, and showcasing CES award-honorees. As high-tech devices seen at CES continue to become more ubiquitous and robust, the complexities and variety of portable power options also keep expanding.

"Energizer is the company powering the devices for today's on-the-go consumer," said Jeff Ziminski, Vice-President North American Marketing, Energizer. "We continue to look for ways to drive innovation across our product portfolio through batteries and new products to deliver on the promise of 'Keep Going'. With Energizer(R) e2(R) Lithium(R), the world's longest lasting AA and AAA batteries in high-tech devices and the new Energizer(R) Energi To Go(TM)Instant Cell Phone Charger, Energizer continues to drive innovation to keep people's devices going."

Energizer offers a variety of battery products that have numerous applications in electronic devices, particularly high-tech portable devices featured at CES. Additionally, the company is showcasing innovations in new product development, including:

- Energizer(R) Energi To Go(TM) battery-powered Instant Cell Phone charger: the light-weight, portable device that enables calls to be placed within 30 seconds of activating. Energi To Go can power over 80 percent of the wireless phone brands available in the United States and is powered by Energizer e(2) Lithium AA batteries.

- Two new high-performance Lighting Products: Energizer(R) e(2)(R) Lithium(R) Headlight and the Energizer(R) Hard Case(TM) Tactical 2AA Swivel Head that marry cutting-edge technology and rugged design to meet outdoor and military challenges. The two lights deliver high-power and multiple functions and capitalize on Energizer(R) e(2)(R) Lithium(R) batteries' power, light weight, and performance in extreme temperatures (-40degree to 140degree F).

- Energizer e(2) Lithium batteries: the world's longest lasting AA and AAA batteries in high-tech devices. In digital cameras, Energizer e(2) Lithium batteries take up to 630 pictures vs. up to 90 with leading ordinary alkaline. (AA only; results vary by camera.) Additionally, Energizer e(2) Lithium batteries provide the longest lasting performance in other high-tech devices, including MP3 players, wireless headsets, LEGO(R) MINDSTORMS(R) NXT Robotics Tool Kits, Apple Mighty Mouse, GPS systems and CD players.

- Energizer's powerful Rechargeable batteries and Energizer's family of innovative chargers provide an economical power solution for today's high-tech devices, and are specifically designed to match consumer's lifestyles.

- Re-launch of the Energizer(R) MAX(R) AAAA battery: poised to meet the power needs of small high-tech devices as miniaturization leads the way in product design, Energizer is committed to increased support of the AAAA at retail and to continued collaboration with original equipment manufacturers (OEMs).

In addition to Energizer(R) MAX(R), Energizer e(2) Lithium and Energizer e(2) Rechargeables, Energizer's portfolio of products also includes Energizer(R) e(2)(R) Titanium Technology(R), the longest lasting AA/AAA Alkaline Battery in High Tech Music Devices and Electronic Games.

Energizer Is Named Innovations 2007 Design and Engineering Award Honoree

Showcasing leadership in consumer innovation, Energizer took honors in the Portable Power category of the International CES Innovations 2007 Design and Engineering Awards competition with two newly-released Rechargeable products:

- The Energizer(R) Easy Charger: designed for "battery-manager Mom," the charger combines function and style in a compact, sleek oval charger. An on/off switch, charge indicators and a foldable plug make this charger easy to use, while its interchangeable faceplates match any kitchen decor.

- The Energizer(R) Dock & Go(TM) Charger: For the digital dad and gadget guy, Energizer recently introduced the Dock & Go Chargerwith two portable charging pods that each hold four AA or AAA rechargeable NiMH batteries. It can charge up to eight batteries in sequence or four in a pod while the other pod is in use. The two pods allow you to be charged for every occasion, at home or on the go. They are available wherever batteries are sold.

As a widely-renowned consumer technology awards program that began in 1989, the prestigious Innovations Design and Engineering Awards recognize achievements in product design and engineering. It is sponsored by the Consumer Electronics Association (CEA), the producer of the International CES, the world's largest consumer technology trade show, and endorsed by the Industrial Designers Society of America (IDSA), the voice of industrial design, committed to advancing the profession through education, information, community and advocacy.

"As the number one selling rechargeable battery brand in the world, Energizer is honored to be recognized for the commitments we make to the rechargeable consumer to provide an economical power solution," said Jeff Ziminski, Vice President North American Marketing, Energizer. "The Easy Charger and Dock & Go Charger products are examples of this commitment and represent Energizer's vast portfolio of products that provide convenient, portable power solutions which keep consumers going."

Energizer Holdings, Inc. (NYSE: ENR), www.energizer.com, headquartered in St. Louis, Missouri, is one of the world's largest manufacturers of primary batteries, battery-powered devices and flashlights. Energizer, a global leader in the dynamic business of providing portable power geared toward the new digital age, offers a full portfolio of products including, the Energizer(R) MAX(R) premium alkaline brand; Energizer(R) e2(R) Lithium(R), the world's longest lasting AA and AAA batteries in high-tech devices, and Energizer(R) e2(R) Titanium Technology(R) performance brands; Nickel Metal Hydride (NiMH) Rechargeable batteries and chargers; and miniatures brand batteries.

The Energizer product line also includes specialty batteries for hearing aids and medical devices, as well as for keyless remote entry systems, toys and other uses. Through its flashlight unit, Energizer brings innovation to this important household device. Energizer continues its role as a technology leader as it launches Energizer(R) Energi To Go(TM), portable battery-driven power packs for cell phones.

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