# Energizer Will Showcase New Power, Light and "now that's positivenergy™" Initiatives at the Digital Experience! pre-CES® Event

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*Bolsters global platform with new categories and programs to make the world a brighter place*

LAS VEGAS--(BUSINESS WIRE)--Jan. 9, 2012-- *Energizer*, a global leader in power and lighting products, marches into Digital Experience! this year with a portfolio demonstrating the company's mission to put both performance and responsibility in the hands of consumers. *Energizer's* vibrant, new platform – **now that's positivenergy**™ – communicates that the company develops products with both power and responsibility in mind.

"Consumers can expect new and improved products from *Energizer* that feature cutting-edge technology designed to both power and light up their lives," said Michelle Atkinson, Vice President, North America Marketing for *Energizer*. "We have innovative portable power solutions for smart phones and tablets, and a new line of household lighting products that consumers will find remarkable. We're also excited to announce extended battery performance in our popular AA *Energizer*® *Ultimate Lithium* batteries."

*Energizer* is also engaging consumers via a series of socially responsible global initiatives, working with partners that help to light up the world, preserve the environment, and educate the next generation. These include supporting – and encouraging everyone to get involved with – organizations such as the international charities One Million Lights and Habitat for Humanity.

## Leading Product Performance (and letting the world know about it)

*Energizer* is relaying exciting product news through interactive iAds to bring products to life, QR codes to help educate consumers, and a series of dynamic ads which feature, among many products, the *Energizer® Ultimate Lithium* battery. Hitting shelves in Spring 2012, the world's longest-lasting AA and AAA batteries in high tech devices will last up to 9X* longer in digital cameras for nine times less waste**. The company has been a leader in battery innovation for more than half a century and continues to deliver the performance improvements consumers have come to expect. Select high-performance device manufacturers specifically recommend powering their devices with *Energizer® Ultimate Lithium* batteries, because they weigh 33 percent less than alkaline and deliver optimum performance in extreme temperatures. Two examples being featured at CES® include the Magellan eXplorist® GPS devices and a new Point-of-View HD helmet camera from V.I.O.

Beyond the battery, the *Energizer* brand has become synonymous with powering consumers at home and on-the-go with innovative portable power products, including the latest in inductive technology and smartly-designed lighting.

For consumers on the go, *Energizer* has enhanced its offering of convenient and user-friendly power sources for everything from digital cameras to the most sought-after tablets. A new line of redesigned External Power Packs in a range of power levels will be shown for the first time at the Digital Experience! These packs boast ergonomic designs and convenient cable management features developed based on consumer insights. In addition, attendees will see the new *Energizer®* 2-in-1 *USB* Charger that transforms any AC or DC power outlet into a charging station for USB-powered devices 5 Watts or less. The USB Charger line also includes two premium models creatively designed for convenient cable storage and charging at home or in the car.

*Energizer*, now a leading member of the Wireless Power Consortium (WPC), continues to show its commitment to driving the adoption of Qi (pronounced chee) as the universal charging standard. Following the introduction of the first ever suite of Qi products, *Energizer* has expanded the line with Qi sleeves for the most popular smart phones, including the iPhone®4, and developed a single zone version of the inductive charger for those interested in having an extra charging pad in their office or on a bedside table. On the horizon is a sleeve for the iPhone®4S.

One of the newest categories for the company is **household lighting**, with the launch of three collections that combine sophisticated designs with best-in-class thermal management, LEDs, advanced circuitry, optics and materials. The optimal combination of these components is what makes these lights – and how they enhance one's environment – truly remarkable. The *Glas* and *Edge* Collections were introduced in October and the Ambiana Collection will soon make its debut!

The *Glas* Collection, created for those looking for classic design in a durable, long-lasting product, includes functional models that make everyday living easier – such as a task light, under cabinet light and path light – as well as decorative flameless candles. The *Edge* Collection is designed for style-conscious consumers who prefer sleek, contemporary lights that quickly and easily transform the ambiance of any room with a simple touch. The *Ambiana* Collection, the most modern design, features advanced touch-sensing technology that complements and enhances home décor with flowing forms and pure light. Consumers change the color of light, light intensity, or turn the light on/off with just a touch of the finger. Each is finished with high-end gloss and offered in a pearlescent white or black finish.

"These products are not only beautifully designed and technologically-advanced, but are highly energy-efficient," Atkinson said. "We're also very proud that our *Edge* Accent Light has been named a finalist in the 2012 Housewares Design Awards."

Lastly, a new line of *Energizer* branded camera accessories that provide professional-quality accessories for the everyday photographer are also being announced at CES. Developed through a strategic license agreement with *Bower Inc.,* a leading manufacturer of photographic accessories, it will feature digital camera batteries, camera battery chargers, DSLR flashes, DSLR battery grips, memory card readers, LED lights, DSLR remotes, flash accessories, and travel plug adapters.

## Responsibility at Home and Around the World

On November 11, 2011 *Energizer* kicked off the first ever global event to support the *now that's positivenergy*™ platform. The *Energizer* Night Race for a Brighter World is a series of nighttime races taking place in cities all over the world in an effort to raise awareness of the need for safe, clean and affordable solar lighting. *Energizer* is working with the international charity One Million Lights, to donate 11 million hours of solar light to communities around the world without electricity. Every runner who participates receives an *Energizer*® LED headlight. The first United States race took place in Houston with many more to follow around the world. For more information, **www.energizerglobalnightrace.com**

The *Energizer* Change Your Clock Change Your Battery® program, a partnership between *Energizer* and the International Association of Fire Chiefs also took place this fall to remind people of the importance of having working smoke alarms and carbon monoxide detectors. It's a lifesaving message that *Energizer* and thousands of local fire departments share each fall when we change our clocks back to standard time. *Energizer* has been sharing this message for 25 years.

In 2012, *Energizer* will continue focusing energy close to home by working with Habitat for Humanity to reenergize communities that need a little extra TLC. *Energizer* and local volunteers will help families with existing homes make critical repairs and weatherization updates that allow them to stay in their homes and lower their utility costs. People interested in taking part in the positivity can sign up though the *Energizer* Volunteer Match tab at **www.nowthatspositivenergy.com**

"Our *now that's positivenergy*™ platform provides a springboard not only to share great products, but to demonstrate how consumers can join with us to help make a difference," Atkinson said. "By working together we can truly make a positive impact on our world."

For more information about all of the *now that's positivenergy*™ initiatives visit **www.nowthatspositivenergy.com**.

## *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**.

*vs. *Energizer*® MAX®. Results vary by camera.

**use less batteries, create less waste

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