Energizer(R) and Grammy-Winning Rap Artist Chamillionaire Reward Fresh Hip Hop Talent

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Underground Talent Shares Stage with Superstar Thanks to the Second Annual

Energizer(R) e2(R) Titanium Technology(R) Freestylin' Music Contest

ST. LOUIS, May 21 /PRNewswire-FirstCall/ -- In the underground hip hop scene he is known as C-Tru, but Chamillionaire has dubbed him the 2007 Energizer(R) e2(R) Titanium Technology(R) Freestylin' Music Contest winner. This weekend, C-Tru emerged from the underground to share the stage with rap star Chamillionaire and the brand icon Energizer Bunny(R) at the DUB(R) Magazine's 2007 Custom Auto Show and Concert -- the world's largest custom auto show and concert tour.

(Photo: http://www.newscom.com/cgi-bin/prnh/20070521/AQM162)

C-Tru beat out hundreds of other hip hop hopefuls in the contest found on MySpace, http://www.myspace.com/energizer. The MySpace community voted for their top choices, narrowing it down for Chamillionaire to make the final call. As the winner, C-Tru met Chamillionaire and performed his entry live at the DUB Auto Show & Concert in Atlanta on Sunday. For additional photos, clips and to hear the winning entry, check out http://www.myspace.com/energizer.

Chamillionaire is no stranger to the dream of making it big. He rose from being a Houston mixtape king to become a Grammy-winning artist for Best Rap Performance of "Ridin,'" only one year after releasing his first major label album, The Sound of Revenge. Chamillionaire, now prepping for the release of his encore album Ultimate Victory, has brought the dream of making it big a little closer for San Francisco's C-Tru.

"Meeting Chamillionaire and spending time with an artist who's out there telling the truth through his music, just like I am, is an opportunity of a lifetime," C-Tru said. "Energizer's support and respect for the music scene made this happen. I'm truly grateful."

Energizer sponsored the Energizer(R) e2(R) Titanium Technology(R) Freestylin' Music Contest to build awareness for its Energizer e2 Titanium Technology battery among music listeners. Independent testing has proven that the orange and silver AA and AAA alkaline batteries are the longest lasting alkaline batteries in high-tech music devices.

Energizer e2 Titanium Technology batteries are designed to power a high-tech, on-the-go lifestyle, at a low-tech price. Energizer e2 Titanium Technology batteries are the best performing AAA alkaline batteries in MP3 players and AA alkaline batteries in CD players*. They are available in AA, AAA and 9-Volt to fit consumer needs. Additional information on Energizer e2 Titanium Technology batteries can be found at http://www.energizer.com. To learn more about DUB(R) Magazine and the 2007 DUB Magazine Car Show and Concert Tour visit http://www.dubpublishing.com.

Music fans can catch Energizer e2 Titanium Technology as it dedicates its summer to the punk rock scene on the road with Van's Warped Tour. For upcoming music contests from Energizer e2 Titanium check out http://www.myspace.com/energizer.

Energizer Holdings, Inc. (NYSE: ENR), http://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 with its newly launched Energizer(R) Energi To Go(R), portable battery-driven power packs for cell phones.

* Based on ANSI Digital Audio Test; Results vary by device. All claims are based on the latest competitive information available at the time of printing.

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