America's Favorite Unstoppable Icon Celebrates 25 Years of Inspiring Fans to Never Quit and Always Look for the Positive

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ST. LOUIS, Mo., Nov. 11, 2013 /PRNewswire/ -- It has been 25 years since the *Energizer Bunny* drummed his way into our living rooms in a 1989 commercial series aimed at poking fun at the competition. Ever since, everyday people and pop culture enthusiasts alike, have been enraptured with his tenacious spirit and boundless energy. Comparisons between politicians, celebrities, professional athletes and energetic Americans and the *Energizer Bunny* happen every day. So much so, in 2006 the Oxford English Dictionary added *Energizer Bunny* to its lexicon with this definition:

(Photo: **http://photos.prnewswire.com/prnh/20131111/CG12112**)

Energizer Bunny n.: A persistent or indefatigable person or phenomenon.

The *Energizer Bunny* drummed his way off his first commercial set in 1989, and hasn't looked back. Energizer's motivational mascot has shared the stage with characters such as Darth Vader, King Kong and the Wicked Witch. He has traveled from outer space to the bottom of the sea, and entertained millions at community events and through social media. Advertising Age named the *Energizer Bunny* to its list of top 10 Ad Icons of the 20th Century.

Ward Klein, chief executive officer of *Energizer Holdings, Inc.*, is one of the executives who helped bring the *Energizer Bunny* to life 25 years ago. "I do not think any one of us could have predicted 25 years ago the impact the *Energizer Bunny* would have on people's lives," Klein said. "His irreverence and humor are contagious and the positivity he exudes is impactful."

Spirit of *that's positivenergy™*

Age has not slowed the *Energizer Bunny* down one bit. Rather, it has motivated and expanded his personal mantra to *that's positivenergy™*. In the spirit of bringing that's positivenergy™ to the world, the *Energizer Bunny* has inspired people to race for a brighter world through its one-of-a kind global nighttime running series to help provide solar power to people around the world who do not have access to safe and affordable electricity In communities across the United States, the *Energizer Bunny* is a beloved friend and partner to thousands of fire departments across the country to remind millions of people to change their smoke alarm batteries each fall as part of the Change Your Clock Change Your Battery® program. And, as pink is the color of passionate breast cancer awareness supporters, the *Energizer Bunny* is there as the company supports cancer research efforts by donating more than $4M to the cause.

Consumers Can Celebrate

The *Energizer Bunny* believes birthdays are about celebrating with those around him. In stores now, consumers can collect Bunny Bucks to turn into money, via a check or deposit into their PayPal accounts. The *Energizer Bunny* will also dole out party favors in the way of coupons throughout the year.

Consumers are invited to join the fun on Facebook as well, by, stopping by to wish the *Energizer Bunny* a "Happy Birthday" on his Facebook wall. They will also have the chance to enter a special Energizer Bunny Birthday Sweepstakes. Beginning today, and running for 25 days (through December 5), consumers can enter for a chance to win one of 25 birthday prize packages, worth approximately $75, filled with *Energizer* batteries and portable lighting solutions, as well as a gift card.

Consumers should stay tuned to **www.energizer.com** and **www.facebook.com/energizerbunny** for all of *Energizer Bunny's* birthday happenings.

About Energizer

Energizer Holdings, Inc. [NYSE: ENR], headquartered in St. Louis, MO, is one of the world's largest manufacturers of primary batteries and 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; and portable flashlights and lanterns.

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** or **www.facebook.com/energizer**

SOURCE Energizer Holdings, Inc.

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