Energizer Transforms Outdoor Lighting and Portable Power with New Technologies and Materials Designed for the Modern Outdoor Enthusiast

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Consumer insights drive a show-stopping line of innovative flashlights, lanterns and headlights, along with a new collection of portable chargers and flameless candles for outdoor use

ST. LOUIS--(BUSINESS WIRE)--Jul. 30, 2012-- Innovation is the cornerstone of the Energizer brand and at this year's Outdoor Retailer show the company will reveal the latest innovations in advanced power and lighting solutions. New products – many being unveiled for the first time at the show – include a line of flashlights and lanterns with a technology never before used on outdoor lighting, enhancements to the design and usability of their top-selling headlights, sleek new portable chargers and USB chargers and a new collection of flameless candles and lanterns.

One of the most exciting introductions at the show is *Energizer's Light Fusion Technology™* **line**: a new portfolio of lighting products with an industry-changing technological advancement to the outdoor lighting category. This exciting new innovation was sparked by consumer demand for more versatility, flexibility, durability and overall performance from their flashlights and lanterns. *Light Fusion Technology* lights transmit light throughout slim acrylic panels manufactured through a laser-etching process. The result is clean, uniform light unlike anything on store shelves and more compact form factors for easier packing and carrying.

In addition, consumer research revealed a need for more control over both the brightness of the light and the battery life. So, in addition to the enhanced light quality, the portfolio incorporates Smart Dimming Technology into the lights so outdoor enthusiasts can customize light intensity and battery life to best suit their adventure. Some of the models in the new collection also incorporate the flexibility of choosing between lantern and flashlight functionality, for either area or directional lighting.

“We continually listen to our consumers to deliver better solutions for them every day,” said Steve Einig, Director of Marketing, North America Lighting Products. “*Energizer Light Fusion Technology* lights with Smart Dimming Technology do that and more. We’ve designed a collection that delivers the performance, style and ruggedness that appeals to today’s outdoor enthusiast.”

The company’s new *Light Fusion Technology* line of lights – consisting of four flashlights and lanterns – will be unveiled this week at Outdoor Retailer for retail availability in Spring 2013.

Just as adventurers will always benefit from more compact, higher performing gear, *Energizer* continually pairs new technologies with unmet consumer needs, to further improve the user’s experience when illuminating tents, trails and campsites.

“Our headlights are some of the best-selling headlights in the world, but that did not stop us from making them even better,” said Einig. “Consumers told us they wanted an easier to use, more comfortable headlight they could take anywhere, so we reduced the size and developed a wider, more comfortable strap, and added an improved electronic switch to make the button much easier to push.”

All of these headlight improvements come on the heels of a 25 percent lumen increase introduced last season, making the reduction in size and bulk an even more impressive accomplishment and raising the bar for the industry.

Alongside its new *Energizer Light Fusion Technology* lights and improved headlights, the company will introduce a line of portable chargers launching this fall and a first look at their flameless candle outdoor lanterns.

The Power to Connect, Anywhere, Anytime

Staying connected is a priority among modern outdoor enthusiasts—who want to take a break from civilization but not from their favorite devices—and new portable chargers and premium USB chargers were developed to help do just that. Both lines feature long-lasting power storage, convenient cable-wrapping mechanisms and sleek, ergonomic designs to help clear the clutter and stay charged for GPS tracking, snapping photos and calling home with stories of outdoor adventures.

At Outdoor Retailer, the company will preview a line of four portable chargers, each designed to help consumers stay connected via their most critical devices. For example, the *Energizer*® Instant Charger—with models available for both the iPhone®/ iPod® and micro USB devices—is powered by three AA *Energizer*® *Ultimate Lithium* batteries (included). It can double the run time of a smartphone and revive a device with a completely dead battery. Adventurers with higher power-draining gadgets like handheld GPS units and tablet PCs will want to check out the *Energizer*® Universal Multi-Port Charger. This charger offers simultaneous charging of any two USB-powered devices, regardless of brand name. It includes magnetic cable clips that attach to the charger, a rechargeable 5,000 mAh lithium-ion battery and dual ports that can charge both a smartphone and tablet PC at once.

Candlelit Ambiance

In addition to the new *Light Fusion Technology* lights, the company is also previewing a line of outdoor candles and lanterns. The flameless candles are made with advanced LED technology to provide a natural flicker effect, and a convenient four-hour timer can be set to turn the candle on at the same time each day. These candles are made of durable, ivory-colored plastic so they won't melt in the sun or heat, and are water-resistant so they can be used again even after getting wet. The lanterns come in four decorative designs with the flameless candle mounted inside, so you can add the ambiance of candlelight to your outdoor environment without the worry of an open flame. The company anticipates launching these battery-operated, decorative lanterns in Spring 2013.

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**.

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