

Powerful Holiday Gift Ideas From Energizer

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ST. LOUIS, MO, Oct 08, 2010 (MARKETWIRE via COMTEX) --

For travelers, outdoor enthusiasts, do-it-yourselfers and those looking for cool new gadgets and ways to power them, the line-up from Energizer includes great ideas to light up their holidays and power their favorite activities all year long.

-- New Technology that Tops the List -- Holiday "Greenery" -- For the Do-It-Yourselfer

NEW TECHNOLOGY THAT TOPS THE LIST For those who love to get the newest gear and gadgets, Energizer has introduced some smart new devices that will give them a real charge.

-- Energizer(R) Inductive Charger \$89.00 Next generation charging technology

HOLIDAY "GREENERY" Solar is hot this year and Energizer has tapped into the power of the sun to deliver new solar-powered lights and solar chargers for cell phones, cameras and more. They're perfect for both outdoor excursions or for everyday use, and feature multiple charging options. They're sure to please outdoors lovers and anyone wishing for a greener holiday season.

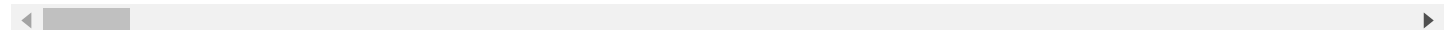
-- Energizer(R) Solar(TM) Flashlight -- \$24.99 This clever solar crank light

FOR THE DO-IT-YOURSELFER Wow the Do-It-Yourselfer in your life with a rugged flashlight and area light for work around the house, in the garage or even on the job. Energizer(R) Hard Case(R) Professional(R) lights can meet the challenge of any job with their rugged dependability and innovative LED technology.

-- Energizer(R) Hard Case(R) Professional(R) Area Light -- \$13.99 Provides bright

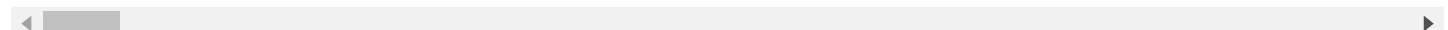
GREAT IDEAS FOR THE GREAT OUTDOORS For the hiker, camper, hunter, mountaineer, or anyone who spends a lot of active time in the great outdoors, a lightweight, durable, versatile flashlight is critical gear. As a leader in lighting products, Energizer has developed high-tech handheld and hands-free lights specifically designed to meet the needs of any outdoor enthusiast.

-- Energizer(R) Micro LED Headlight -- \$38.99 With a bright 60-lumen spotlight



FOR THE PREPARED (OR NOT SO PREPARED) PERSON Get peace of mind for you and your loved ones this season, with efficient and reliable lights and power that can help keep you going during a power outage at home or on the road. The new Energizer branded All-In-One Charger and the new WeatherReady(TM) Emergency Weather Station are easy-to-use, reliable and essential for weathering storms.

-- Energizer(R) All-In-One Charger -- \$149.99 For the ultimate on-the-go power



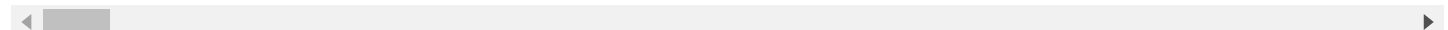
FOR THOSE HEADING OUT OF TOWN... OR OUT ON THE TOWN -- \$24.99-\$199.99

Know the road warrior always looking for an outlet in the airport? The vacationer who missed that perfect shot because the camera battery ran out? Or, perhaps you've found yourself disconnected when out on the town because your cell phone ran out of juice? Energizer makes low battery power on laptops, cell phones, mp3 players and cameras a problem of the past, with a full line of Energizer(R) Energi To Go(R) portable power packs for today's high-drain devices.

An exciting new addition is the new AP1201 iPhone(R) 4 Charger, the first silicone case with built-in rechargeable battery for the iPhone(R) 4, providing a permanent power source while offering full protection and style. Other new releases include the slim AP650 that fits on a key ring and extends talk time for phones that use a microUSB, and the XP2000K, perfect for the whole family. It contains a portable charger and the critical accessories you need to power most smartphones and cell phones, along with power chargers for home, auto and on-the-go, all in a compact travel case. And check out the popular XP18000 that will power a notebook computer for an additional six hours and charge three devices at once! Energizer(R) Energi To Go(R) chargers can be recharged up to 500 times and they'll fit today's devices and any new ones thanks to the TipFit guarantee that offers tips to fit any device or will have it produced. With this many options, there is sure to be a model that will go the distance for the charge-challenged person on your list.

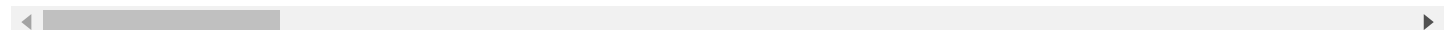
POWERFUL STOCKING STUFFERS Don't forget the batteries -- A must-have addition to get all the new toys, cameras, gadgets and gear up and running!

-- Energizer(R) Ultimate Lithium batteries -- \$9.99 (4-pack) Energizer(R) Ultimate



GIFTS THAT FIT THE -- \$20, \$50 and \$100 -- **BILL** Here are some great ideas to fit a variety of shopping budgets:

-- Under \$20 -- Energizer(R) Hard Case(R) Professional(R) Area Light:



About Energizer Energizer Holdings, Inc. (NYSE: ENR), headquartered in St. Louis, MO, is one of the world's largest manufacturers of primary batteries, portable battery-powered devices, 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(R) brand battery products Energizer(R) MAX(R) premium alkaline; Energizer(R) Ultimate Lithium; Energizer(R) 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 Energizer(R) Energi To Go(R) 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(R) MAX(R). Results vary by camera. ** vs. Energizer(R) MAX(R). AA only. Results vary by device and usage. ***vs. previous Energizer(R) Ultimate Lithium. AA only. ****vs. Energizer(R) AA 2450 mAh.

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