Powerful Holiday Gift Ideas From Energizer

10/08/10

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

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

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

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

```
--  Energizer(R) Inductive Charger $89.00     Next generation charging    technolo
```

HOLIDAY "GREENERY" Solar is hot this year and Energizer has tappedinto the power of the sun to deliver new solar-powered lights andsolar chargers for cell phones, cameras and more. They're perfect forboth outdoor excursions or for everyday use, and feature multiplecharging options. They're sure to please outdoors lovers and anyonewishing 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 arugged flashlight and area light for work around the house, in thegarage or even on the job. Energizer(R) Hard Case(R) Professional(R)lights can meet the challenge of any job with their ruggeddependability 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 greatoutdoors, a lightweight, durable, versatile flashlight is criticalgear. As a leader in lighting products, Energizer has developedhigh-tech handheld and hands-free lights specifically designed tomeet the needs of any outdoor enthusiast.

```
--  Energizer(R)Micro LED Headlight -- $38.99     With a bright 60-lumen    spotli
```

FOR THE PREPARED (OR NOT SO PREPARED) PERSON Get peace of mind for youand your loved ones this season, with efficient and reliable lightsand power that can help keep you going during a power outage at homeor on the road. The new Energizer branded All-In-One Charger and thenew Weatheready(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 pr
```

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 camerabattery ran out? Or, perhaps you've found yourself disconnected whenout on the town because your cell phone ran out of juice? Energizermakes low battery power on laptops, cell phones, mp3 players andcameras 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, thefirst silicone case with built-in rechargeable battery for theiPhone(R)4, providing a permanent power source while offering fullprotection and style. Other new releases include the slim AP650 thatfits on a key ring and extends talk time for phones that use a microUSB, and the XP2000K, perfect for the whole family. It contains aportable charger and the critical accessories you need to power mostsmartphones and cell phones, along with power chargers for home, autoand on-the-go, all in a compact travel case. And check out thepopular XP18000 that will power a notebook computer for an additionalsix hours and charge three devices at once! Energizer(R) Energi ToGo(R) chargers can be recharged up to 500 times and they'll fittoday's devices and any new ones thanks to the TipFit guarantee thatoffers tips to fit any device or will have it produced. With thismany options, there is sure to be a model that will go the distancefor the charge-challenged person on your list.

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

```
--  Energizer(R)Ultimate Lithiumbatteries -- $9.99 (4-pack)    Energizer(R) Ultima
```

GIFTS THAT FIT THE -- $20, $50 and $100 -- BILL Here are some greatideas 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), headquarteredin St. Louis, MO, is one of the world's largest manufacturers ofprimary batteries, portable battery-powered devices, and portableflashlights and lanterns. Energizer is a global leader in the dynamicbusiness of providing power solutions with a full portfolio ofproducts 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; andportable flashlights and lanterns.

Energizer continues to fulfill its role as a technology innovator byredefining portable power solutions to meet people's active lifestyleneeds for today and tomorrow with Energizer(R) Energi To Go(R)chargers for rechargeable portable devices; charging systems forwireless video game controllers; and specialty batteries for hearingaids, health and fitness devices, as well as for keyless remote entrysystems, toys and watches. Energizer is redefining where energy,technology and freedom meet to bring to market consumer-focusedproducts that power the essential devices that help people stayconnected 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.

iPhone is a trademark of Apple, Inc., registered in the US and othercountries.

All other trademarks, brand names or product names are the propertyof their respective owners and are not affiliated with Energizer.

To view this release in a media-rich format, go to:

http://www.pwrnewmedia.com/2010/energizer_holiday_00930/index.html

For More Information Contact:Brian Gaffney314-727-5700, x106Email ContactMelissa F

SOURCE: Energizer

http://www2.marketwire.com/mw/emailprcntct?id=F88CD6E4202BEAC5http://www2.marketwi