ENERGIZER(R) Announces AP1201 Rechargeable iPhone 4(R) Case With Built-in Battery, Providing Continuous Power Source

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As Demand Rises for Smartphones to Function as Message Center, Entertainment Hub and More, Energizer(R) Acknowledges Growing Consumer Power Needs with Another ConvenientEnergi To Go(R) Power Solution

ST. LOUIS, Oct 06, 2010 (BUSINESS WIRE) --

The proliferation of smartphones has led an increasing number of people to depend on mobile devices for much more than just making phone calls, and with that shift comes a vastly increased demand for portable power. *Energizer(R)*, a leader in innovative power solutions, is making it easier for people to use smartphones to their fullest potential with the introduction of the AP1201 for iPhone(R) 4. This rechargeable case with built-in battery supplies nearly twice the power of the iPhone(R), while offering protection that you never need to remove, providing a continuous power source.

With 50 million iPhones(R) sold to date*, and more than 1.7 million iPhone(R) 4 phones sold just days after it was introduced**, these devices have become popular for playing games, music and video, and running mobile applications that do everything from global positioning to balancing finances. The AP1201 eliminates the need for iPhone(R) 4 users to curb their usage or to avoid power-draining applications, and will keep the device charged throughout the day, a long flight or even an overnight trip.

"*Energizer(R)* appreciates the value and utility that smartphones offer consumers, and also sees that the average consumer's power requirements have been underestimated," said Jim Olsen, Vice President of Marketing for *Energizer(R)* North America. "The AP1201 is a direct response to the power deficit that many experience, and is just one of a full line of *Energizer(R)* Energi To Go(R) solutions that is bringing convenient power to consumers, and that is making mobility easier for them."

The AP1201 has "smart" battery technology that auto senses the iPhone(R) 4 battery power status which is indicated through "hidden" LED's on the back of the case. For efficient power management, two charging options provide either high speed quick charge direct to the iPhone(R) 4, or get simultaneous pass-through charging of the iPhone(R) and AP1201 case. The AP1201 is rechargeable up to 500x and comes with a USB charging cable.

The AP1201 is a one piece case, manufactured with form-fitting recycled silicone rubber that is durable, extremely thin and lightweight. The low profile case is silky smooth to the touch, yet non-slip and fingerprint resistant. The AP1201 also features an integrated bumper that eliminates the signal loss and antennae interference issues that many iPhone(R) 4 users have experienced.

Through the use of patented lithium polymer battery technology, the AP1201 extends battery life of standby time, Internet, music, video and talk time, providing nearly twice the power of the iPhone(R) 4. The *Energizer*(R) AP1201 is available now for an MSRP of $69.99 at major retailers nationwide. For more information visit **www.chargeyouriphone.com** or **www.facebook.com/energizer**.

The *Energizer*(R) Energi To Go(R) product line is developed and marketed through a licensing agreement with XPAL Power, a California-based tech company that specializes in creating rechargeable power packs that use lithium polymer battery technology. It includes a full range of popular models starting at $24.99 for the newest *Energizer*(R) AP650 Docking Charger that instantly adds up to 90 minutes of talk time to any smartphone that connects with a micro USB tip. The top of the product range is the *Energizer*(R) XP18000 external battery, the perfect choice for travelers and those who rely on several different mobile devices including netbooks and laptops, portable DVD players, digital cameras, smartphones, and more.

"All of our *Energizer*(R) Energi To Go(R) products are delivering on a consumer need for more portable power, so we are excited about these additions." said David Becker, Vice President of sales, XPAL. "Based on our commitments from top retailers, we anticipate the AP1201 for the iPhone(R) 4 will be embraced by the mobile consumer and the accessory of choice for powering their iPhone(R)4."

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

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* **http://www.mobilecrunch.com/2010/06/07/iphone-os-4-0-now-ios-is-here/**

****http://www.apple.com/pr/library/2010/06/28iphone.html**

Photos/Multimedia Gallery Available:**http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6458530&lang=en**

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