Sixty-Five Thousand NASCAR Fans Break Guinness World Records(R) Feat for Most Flashlights Lit Simultaneously

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Energizer illuminates fans with LED headlights; makes donation to the Greater Carolinas Chapter of the American Red Cross

CHARLOTTE, N.C., May 22, 2011 (BUSINESS WIRE) --

Once the sun set and just before the start of the NASCAR Sprint All-Star Race at Charlotte Motor Speedway on Saturday, May 21, the raceway's house lights dimmed and fans "flashed their brights," breaking the Guinness World Records(R) achievementfor most flashlights lit simultaneously. *Energizer* outfitted the 65,000 fans with LED headlights as they entered the Charlotte Motor Speedway.

Mike Janela, a Guinness World Records(R) representative, was in attendance to officially record the feat.

"To see the previous record - 1,000 flashlights being lit - broken by such a wide margin was quite impressive," said Janela. "We are always thrilled to see such a large and enthusiastic crowd of people get involved in setting a new record."

The Guinness World Record attempt, dubbed "Light Up the Night," kicks off the 16th year *Energizer* and Earnhardt Ganassi Racing have worked closely together to bring excitement and innovation to the race circuit.

The race also featured the No. 42 *Energizer* Chevrolet of Earnhardt Ganassi Racing. Driver Juan Pablo Montoya and the Earnhardt Ganassi Racing team placed twelfth in the race, which is famous for its $1 million purse.

Along with 65,000 *Energizer*(R) **LED headlights**, *Energizer* was represented at Charlotte Motor Speedway by 175 volunteers from its Asheboro, N.C. manufacturing facility who helped to hand them out to fans. And since May 22 kicks off the start of Hurricane Preparedness Week, the company also donated $30,000 worth of flashlights and batteries to the Greater Carolinas Chapter of the American Red Cross.

"What a great event to bring to life our 'Now That's Positivenergy(TM)' platform, which demonstrates our commitment to making a difference in our communities," said Jim Olsen, Vice President North American Marketing, Energizer Holdings, Inc. "You can't beat the excitement of illuminating an entire NASCAR track or the great feeling of knowing our friends at the Red Cross have a new supply of flashlights and batteries to aid with emergency relief efforts."

Innovative and dependable lighting has been Energizer's passion for more than 110 years, and each year the company raises the bar by delivering technology solutions in portable lighting that meet the needs of the most demanding consumers. From the versatile, hands-free *Energizer*(R) LED headlights to a full line of emergency preparedness lights, *Energizer* offers lighting solutions that provide the brightness levels, runtimes and design elements consumers require.

Chip Ganassi has been a fixture in the auto racing industry for more than 25 years and is considered one of the most successful as well as innovative owners the sport has anywhere in the world. Today his teams include two cars in the NASCAR Sprint Cup Series, four in the IZOD IndyCar Series and one Daytona Prototype in the GRAND-AM Rolex Sports Cars Series. Since 1990, Ganassi's Indy car teams have amassed eight championships and 80 wins while overall his teams can claim 12 championships and 134 wins; his NASCAR teams have 16 victories, including wins in the Daytona 500 and Brickyard 400, one trip to The Chase, and three "Rookie of the Year" titles. Ganassi boasts state-of-the-art race shop facilities in Indianapolis, Brownsburg Ind. and Concord, N.C., with a corporate office in Pittsburgh, Penn.

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/energizer** and **www.facebook.com/energizerbunny**

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