Houston Founder of Pediatric Cancer Foundation Inducted Into Energizer Keep Going ® Hall of Fame

06/15/11

ST. LOUIS (June 15, 2011) – When Houston DJ Kevin Kline participated in his first radiothon at the **Texas Children's Cancer Center**, he never expected it to make such an impact on his life. Just six months later, Kline established the **Snowdrop Foundation** to assist the center's patients and their families through funding for continued research and scholarships for college-bound pediatric cancer patients and survivors. Today is the five-year anniversary of the Foundation, but the anniversary is not the only reason Kline will be celebrating. Kline is also being honored for the difference he has made in the lives of patients and their families by being named the 2011 Inductee into the *Energizer Keep Going®* Hall of Fame, which recognizes everyday people who are dedicated to making a positive impact. On Tuesday, June 21, Kline will officially be inducted into the *Energizer Keep Going®* Hall of Fame by honorary Inductee, Cal Ripken, Jr.

With a record 2,632 consecutive games under his belt, Cal Ripken, Jr. has been compared to the Energizer Bunny® time and again. After retiring from the Major Leagues, he devoted that same energy to doing good work in communities nationwide. Through the **Cal Ripken Sr. Foundation** and **Ripken Baseball**, Cal Ripken, Jr. has made a positive impact, building character and teaching critical life lessons to disadvantaged youth in America's most distressed neighborhoods. Six years ago, Ripken was named the first **Honorary Inductee** of the *Energizer Keep Going®* Hall of Fame due to his tireless dedication on and off the field and has led the search for the annual Inductee ever since.

The goal of the *Energizer Keep Going®* Hall of Fame is to create a place where the positive stories of unstoppable people can live and inspire others to make a difference. It's a part of the new *Energizer* campaign called **now that's positivenergy™**, which aims to help everyday people channel their power to make a positive impact, whether it be in their local community or around the world.

Of the nearly 1,000 nominations received from across the country, Kline's nomination rose to the top for his commitment to making a difference in the lives of pediatric cancer patients and his determination to run long distances to raise awareness for the Foundation and portray the fight these kids battle day in and day out. After being included as one of the 100 Semifinalists, and then a top 10 Finalist, it was the public who voted for Kline on **www.energizer.com/halloffame** and selected him as the person who best exemplified the positivity and relentless spirit of the Energizer Bunny®.

"What a tremendous honor to be inducted into the *Energizer Keep Going®* Hall of Fame," said Kline. "This recognition lets our volunteers know that their hard work is noticed and, along with the donation to Snowdrop Foundation, assures the children we help that there are others willing and able to join the fight for them. I am honored, humbled and grateful to be the chosen Inductee."

Since founding the Snowdrop Foundation, Kline has raised more than $500,000 for research and scholarships for college-bound cancer patients. But his commitment goes beyond fundraising; Kline also uses his passion for running to raise awareness for the Foundation and represent the perseverance these kids show every day.

Kline finished his first marathon in 2007 under four hours. Since then, he has participated in several "ultrathons" including a nearly **500-mile, 13-day run across** Texas and a 24-hour treadmill run to symbolize pediatric cancer patients' daily struggle and fight for the lives. In December of 2011, Kline will undertake his most ambitious run yet, aiming to run 62 miles a day for one full week to recognize each of the 62 patients being treated at any given time at Texas Children's Cancer Center.

As the 2011 *Energizer Keep Going®* Hall of Fame Inductee, Kline receives a **$10,000 reward plus an additional $5,000** for the Snowdrop Foundation. Kline also gets the opportunity to travel to St. Louis to participate in an official induction ceremony with Cal Ripken, Jr. at *Energizer* headquarters.

To read more about Kline's story and to watch his induction ceremony live, visit **www.Facebook.com/EnergizerBunny**. More information can also be found at **www.energizer.com/halloffame**.

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; 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®* Energi To Go® 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 http://www.energizer.com/, www.facebook.com/energizerbunny.

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