

Wanted: Everyday People With Extraordinary Stories of Unstoppable Energy

02/26/09

Cal Ripken, Jr., Announces Search for Next Inductee Into Energizer Keep Going(R) Hall of Fame

ST. LOUIS, MO, Feb 26, 2009 (MARKET WIRE via COMTEX) -- Every day, people from all walks of life are compared to the Energizer Bunny(R), from celebrities to athletes and politicians. But only once a year do Americans collectively identify that one individual who is so unstoppable and so civic-minded that he or she deserves entry into Energizer Keep Going(R) Hall of Fame.

National Baseball Hall of Famer, Cal Ripken, Jr., and Energizer (NYSE: ENR) are again asking Americans to nominate worthy candidates for this special honor. That person could be your sister, your best friend, or even yourself.

The Energizer Keep Going Hall of Fame was started in 2006 as a way to honor everyday people for the energy and perseverance they show in their daily lives, no matter what challenges they might face. Today, there are four members in the Energizer Keep Going Hall of Fame, and starting today through March 31, the search begins for the 2009 inductee. The winner will earn a \$10,000 cash prize and a \$5,000 donation to his or her favorite charity.

"Through the Energizer Keep Going Hall of Fame, Energizer is connecting a group of people who have a similar outlook on life," Ripken said. "People who share a common approach and embody the characteristics of the Energizer Bunny: enthusiasm, perseverance and a positive approach to all that they do."

Energizer is looking for candidates with a great story about how they have positively impacted others through strong leadership and perseverance. "Through their stories, we hope to inspire others to find the Keep Going(R) spirit in their own lives," said Betsy Laakko, Director of Marketing for Energizer.

In the Energizer Keep Going(R) Hall of Fame

In 2008, Energizer inducted Ron Bachman of Plymouth, Michigan, as the fourth inductee into the Energizer Keep Going(R) Hall of Fame. Bachmann's incredible story began at the age of four when he had both legs amputated due to a congenital birth defect. Now using a motorized scooter, Ron has become a motivational speaker to both children and adults by founding Walk This Way. The organization delivers self-esteem and motivational programs to schools so children can be inspired to overcome challenges and stay confident.

To read more about the other members of the Energizer Keep Going Hall of Fame and finalists that have been honored, visit www.energizer.com/halloffame.

Who do you know?

The Energizer Keep Going(R) Hall of Fame call for nominations begins February 25, 2009, and runs through March 31, 2009. People are invited to visit the Energizer Keep Going Hall of Fame website, www.energizer.com/halloffame, to enter with their own personal stories of perseverance or to nominate someone they know who is like the Energizer Bunny(R).

The nominees will be narrowed to a field of 100 semifinalists who will be honored in their hometowns. Then the judges will select 10 finalists whose names and stories will be posted online. At that point, all America will be given a chance to select the winner through an online vote. The voting will take place starting June 26, 2009. Each vote will trigger a \$1.00 donation from Energizer to the Cal Ripken, Sr., Foundation, up to \$10,000.

The Energizer Keep Going Hall of Fame winner will attend a special induction ceremony at the Keep Going Hall of Fame in St. Louis, Missouri. The inductee will also get a \$10,000 cash award and an additional \$5,000 will be donated to the charity of his or her choice.

"We're looking for stories about people who are unstoppable," said Laakko. "Our communities are filled with people who have the same can-do attitude as Cal Ripken, Jr., and the Energizer Bunny(R). We're asking everyone to help us identify and honor those very energetic and inspirational people."

About Energizer:

Energizer Holdings, Inc. (NYSE: ENR), www.energizer.com, headquartered in St. Louis, Missouri, is one of the world's largest manufacturers of primary batteries, battery-powered devices and flashlights. Energizer, a global leader in the dynamic business of providing portable power geared toward the new digital age, offers a full portfolio of products including the Energizer(R) MAX(R) premium alkaline brand; Energizer(R) Ultimate Lithium; Energizer(R) Advanced Lithium and Nickel Metal Hydride (NiMH) Rechargeable batteries and chargers.

The Energizer product line also includes specialty batteries for hearing aids, health and fitness devices, as well as for keyless remote entry systems, watches and other uses. Through its flashlight and lighting products unit, Energizer helps bring consumer insight and innovation to these important household devices. Energizer continues its role as a technology leader with Energizer(R) Energi To Go(R), portable battery powered chargers for cell phones.

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