Energizer Seeks the Inspired and the Inspiring

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Cal Ripken, Jr. Leads Search for 2011 Inductee Into Energizer Keep Going(R) Hall of Fame

ST. LOUIS, MO, Jan 12, 2011 (MARKETWIRE via COMTEX) --

(NYSE: ENR) -- Know someone with unwavering determination, anenergetic spirit and the drive to make a difference? If so, theycould join the ranks of National Baseball Hall of Famer Cal Ripken,Jr. and the many others recognized for their unstoppable energy inthe Energizer Keep Going(R) Hall of Fame.

From now through Feb. 4, 2011, people are invited to enter their ownpersonal stories or nominate someone they know online atwww.energizer.com/halloffame. Just like America's non-stop icon, theEnergizer Bunny(R), nominees should embody the Keep Going(R) spiritby making a positive impact on the world through extraordinarydetermination and courage. Cal Ripken, Jr., who became the firstmember of the Energizer Keep Going(R) Hall of Fame six years ago, isonce again helping lead the search for the next Inductee.

With a record 2,632 consecutive games under his belt, Cal Ripken, Jr.has been compared to the Energizer Bunny(R) time and again. Afterretiring from the Major Leagues, he devoted that same boundlessenergy to doing good work in communities nationwide. Through the CalRipken, Sr. Foundation and Ripken Baseball, Cal Ripken, Jr. has madea positive impact, building character and teaching critical lifelessons to disadvantaged youth in America's most distressedneighborhoods.

"Baseball gave me a platform that allowed me to get in front of kidsand speak to them about a number of things, including making goodchoices, teamwork, perseverance and more. Knowing I'm helping othersthrough the Cal Ripken, Sr. Foundation has been very satisfying to meand my family," Cal Ripken, Jr. said. "Our hope is by sharing theseinspiring stories through the Energizer Keep Going(R) Hall of Fame,others will look for ways they can try to make a difference."

From last year's Inductee, who was diagnosed with a rare form ofcancer and started one of the fastest-growing cancer researchfundraisers in the country, to a young, former Finalist who raisesawareness of the issues facing foster children, each and every pastInductee and Finalist has invigorated, inspired and motivated thosearound them. The goal of the Energizer Keep Going(R) Hall of Fame isto create a place where the stories of these courageous, never-quitindividuals can live, and now the search is on to find the nextInductee.

This year, as Energizer is powering up its search, Cal Ripken, Jr.and the Energizer Bunny(R) are seeking stories of not only those withendless energy, but also those who have helped change the world forthe better. It's a part of Energizer's Now That's Positivenergy(TM)campaign to help everyday citizens channel their power to make apositive impact, whether it be in their local community or around theworld.

"There is a renewed spirit of responsibility today and an emphasis onhelping one another," said Jim Olsen, Vice President of Marketing forEnergizer North America. "So it's only natural to focus this year'ssearch on finding someone who embodies the spirit of our unstoppableEnergizer Bunny(R) in his or her pursuit to make a difference."

Once the nomination period ends, a panel of independent judges willnarrow the field to 100 Semifinalists who will be honored in theirhometowns. The judges will then select nine Finalists, and EnergizerBunny(R) Facebook fans will have the opportunity to vote for the 10thFinalist at facebook.com/EnergizerBunny beginning March 17, 2011 andending March 25, 2011. Each Finalist will receive a $1,000 donationto his or her charity of choice.

All 10 Finalists' names and stories will be posted online atwww.energizer.com/halloffame, at which point the public will be giventhe chance to select the 2011 Inductee through an online vote. Votingon the Finalists will begin April 4, 2011, and continue through May13, 2011. Each Finalist vote will trigger a $1.00 donation fromEnergizer to the Cal Ripken, Sr. Foundation, up to $10,000. Eachdonation will help connect kids in distressed communities withmentors, giving them the opportunity to learn life's critical lessonswhile having fun on the fields and off the streets. Now That'sPositivenergy(TM).

The winning nominee will attend a special induction ceremony with CalRipken, Jr. at the Energizer Keep Going(R) Hall of Fame, located atEnergizer world headquarters in St. Louis. The Inductee will alsoreceive a $10,000 cash award and an additional $5,000 will be donatedto the charity of his or her choice.

To read more about the Energizer Keep Going(R) Hall of Fame and pastInductees and Finalists, visit the Energizer Keep Going(R) Hall ofFame website or www.facebook.com/energizerbunny.

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.

NO PURCHASE NECESSARY TO ENTER OR WIN. The Energizer Keep Going(R)Hall of Fame Contest starts 1:00:00 pm Eastern Time ("ET") on 1/10/11and ends 11:59:59 pm ET on 2/4/11. Nominators and Nominees must belegal residents of the 50 United States or District of Columbia("D.C."). Nominator must be 12 years of age or older at time ofentry. Void outside the 50 United States, D.C. and where prohibitedby law. For complete Official Rules and how to enter go towww.energizer.com/halloffame. Sponsored by Energizer, 533 MaryvilleUniversity Dr., St. Louis, MO 63141.

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