

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, an energetic spirit and the drive to make a difference? If so, they could join the ranks of National Baseball Hall of Famer Cal Ripken, Jr. and the many others recognized for their unstoppable energy in the Energizer Keep Going(R) Hall of Fame.

From now through Feb. 4, 2011, people are invited to enter their own personal stories or nominate someone they know online at www.energizer.com/halloffame. Just like America's non-stop icon, the Energizer Bunny(R), nominees should embody the Keep Going(R) spirit by making a positive impact on the world through extraordinary determination and courage. Cal Ripken, Jr., who became the first member of the Energizer Keep Going(R) Hall of Fame six years ago, is once 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. After retiring from the Major Leagues, he devoted that same boundless 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.

"Baseball gave me a platform that allowed me to get in front of kids and speak to them about a number of things, including making good choices, teamwork, perseverance and more. Knowing I'm helping others through the Cal Ripken, Sr. Foundation has been very satisfying to me and my family," Cal Ripken, Jr. said. "Our hope is by sharing these inspiring 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 of cancer and started one of the fastest-growing cancer research fundraisers in the country, to a young, former Finalist who raises awareness of the issues facing foster children, each and every past Inductee and Finalist has invigorated, inspired and motivated those around them. The goal of the Energizer Keep Going(R) Hall of Fame is to create a place where the stories of these courageous, never-quit individuals can live, and now the search is on to find the next Inductee.

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

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

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

All 10 Finalists' names and stories will be posted online at www.energizer.com/halloffame, at which point the public will be given the chance to select the 2011 Inductee through an online vote. Voting on the Finalists will begin April 4, 2011, and continue through May 13, 2011. Each Finalist vote will trigger a \$1.00 donation from Energizer to the Cal Ripken, Sr. Foundation, up to \$10,000. Each donation will help connect kids in distressed communities with mentors, giving them the opportunity to learn life's critical lessons while having fun on the fields and off the streets. Now That's Positivenergy(TM).

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

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

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.

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 1/10/11 and ends 11:59:59 pm ET on 2/4/11. Nominators and Nominees must be legal residents of the 50 United States or District of Columbia ("D.C."). Nominator must be 12 years of age or older at time of entry. Void outside the 50 United States, D.C. and where prohibited by law. For complete Official Rules and how to enter go to www.energizer.com/halloffame. Sponsored by Energizer, 533 Maryville University Dr., St. Louis, MO 63141.

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