Energizer and the International Association of Fire Chiefs Remind Families to Change Your Clock Change Your Battery(R) November 2

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ST. LOUIS, Oct. 28 /PRNewswire-FirstCall/ -- We all need reminders from time to time. Some can mean the difference between life and death. For the 21st year in a row, Energizer and the International Association of Fire Chiefs (IAFC) have teamed together to support Change Your Clock Change Your Battery(R). This campaign encourages families to take action in preventing accidental deaths caused by home fires by changing the battery in your smoke alarms and carbon monoxide detectors.

(Logo: http://www.newscom.com/cgi-bin/prnh/20081028/AQTU114LOGO)

Serving as a reminder since 1987, the Change Your Clock Change Your Battery program began as a pilot program in St. Louis and Atlanta, and now incorporates more than 6,100 fire departments. This year, on November 2, Energizer and the International Association of Fire Chiefs will encourage families to use Daylight Saving Time as a reminder to change the battery in their smoke alarms when changing their clocks back to Standard Time.

"Hundreds of fatalities occur every year when individuals neglect to ensure their smoke alarms have fresh batteries. The habit of changing batteries during this campaign is a simple step that can help save the lives of so many families each year," says Chief Larry J. Grorud, CFO, MIFireE, and president of the International Association of Fire Chiefs.

The IAFC reports that while 96 percent of American homes have at least one smoke alarm, 19 percent of those alarms are not working, mostly due to missing or dead batteries. On average, home fires kill 540 children, 14 and under each year.*

Why this program is lifesaving:

A working smoke alarm can provide crucial extra seconds to escape a burning home. Two-thirds (65%) of home fire deaths result from fires in homes without working smoke alarms. By encouraging the Change Your Clock Change Your Battery program, hopefully more families adopt this simple habit to help them stay safe.

Keep Safe. Keep Going(R)

Taking further action this year, Energizer is announcing a newly expanded family safety program, Keep Safe. Keep Going(R). The new initiative incorporates both fire safety knowledge and information on how to prepare for natural disasters that typically occur during the spring and summer months. The spring program, called Power Through It All(TM) encourages families to use battery-operated devices, such as flashlights and lanterns, in place of candles when the power goes out.

The International Association of Fire Chiefs, http://www.iafc.org, headquartered in Fairfax, Va., represents the leadership of over 1.2 million firefighters and emergency responders. The organization champions fire safety and prevention through efforts such as Change Your Clock Change Your Battery(R). IAFC members are the world's leading experts in firefighting, emergency medical services, terrorism response, hazardous materials spills, natural disasters, search and rescue, and public safety legislation. Since 1873, the IAFC has provided a forum for its members to exchange ideas and uncover the latest products and services available to first responders. The IAFC's mission is to provide leadership to career and volunteer chiefs, chief fire officers, company officers and managers of emergency service organizations throughout the international community through vision, information, education, services and representation to enhance their professionalism and capabilities.

Energizer Holdings, Inc. (NYSE: ENR), http://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 and medical devices, 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 for on-the-go lifestyles with its Energizer(R) Energi To Go(R) line of portable battery-driven power packs for cell phones and for use with iPod devices.

*Statistics provided by the National Fire Prevention Association

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