

## Let Your Batteries be the Boss of you

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The New Energizer(R) Intelligent Charger Puts you in Control of YourPower

So picture the scene. You're at a family celebration and all the partyguests have gathered for that important group photo, but just at that momentyour digital camera shuts down.

These moments will be a thing of the past thanks to Energizer(R), the World's number one selling Rechargeable brand, which this autumn launches aunique and revolutionary charger that puts you back in control of your powerand helps make your life easier.

"We are committed to listening to our consumers and providing innovative solutions that help make their lives easier," said Martin Burch, Marketing Director for Europe. "Here at Energizer(R) we know that people lead busylives and are looking for simpler ways to keep their many battery-powered devices going so that they, for example, don't miss that perfect picture because of a drained battery.

"Now, based on extensive consumer insights, Energizer(R) has launched acharger that for the first time allows you to have greater control over your time and not miss all the important moments in your life."

ENERGY STAR(R) certified, the Energizer(R) Intelligent Charger represents a new generation of NiMH (nickel-metal hydride) battery chargers and usessmart technology to help you do more - at work, at play and in life.

This intuitive battery charger sets a new benchmark in innovation and demonstrates Energizer's (R) ongoing commitment to putting your lifestyleneeds at the heart of its products. Its innovative features mean that neveragain will you be left without portable power.

- The easy-to-read Digital Countdown Clock tells you exactly

how many hou

The Energizer(R) Intelligent Charger was developed in direct response toconsumer research, conducted by Impulse Research amongst parents. The surveyshowed that 74 per cent long for a 'fuel gauge' on their battery chargerindicating the current level of power in their rechargeable batteries, while68 per cent want a charger that will let them know how much charging timeremains - both key features of the new Energizer(R) Intelligent Charger.

A smart solution to rechargeable power, the Energizer(R) IntelligentCharger answers the demands of today's busy lifestyles. By upgrading to the Energizer(R) Intelligent Charger, you need never worry about unexpectedlyrunning out of power again.

The Energizer(R) Intelligent Charger will be available this autumn frommost major European retailers.

For more information on the Energizer(R) Intelligent Charger visit the Energizer(R) website at http://www.energizer.eu

## About Energizer:

Energizer Holdings, Inc. [NYSE: ENR], headquartered in St. Louis, Mo., isone of the world's largest manufacturers of primary batteries, portablebattery-powered devices and portable flashlights and lanterns. Energizer is aglobal leader in the dynamic business of providing power solutions with afull portfolio of products including Energizer(R) brand battery products; Energizer(R) Ultra Plus; Energizer(R) High Tech; Energizer(R) UltimateLithium; Energizer(R) Advanced Lithium; Rechargeable batteries and chargingsystems; and portable flashlights and lanterns.

Energizer continues to fulfill its role as a technology innovator byredefining portable power solutions to meet people's active lifestyle needsfor today and tomorrow with Energizer(R) Energi To Go(R) chargers forrechargeable portable devices; charging systems for wireless video gamecontrollers; and specialty batteries for hearing aids, health and fitnessdevices, as well as for keyless remote entry systems, toys and watches. Energizer is redefining where energy, technology and freedom meet to bring tomarket consumer-focused products that power the essential devices that helppeople stay connected and on the go at work and at play. Visithttp://www.energizer.eu

Energizer's Personal Care Division offers a diversified range of consumerproducts in the wet shave, skin care feminine care and infant carecategories. The company's portfolio includes well established brand namessuch as Schick(R) and Wilkinson Sword(R) men's and women's shaving systems and disposable razors; Playtex(R) tampons, gloves and infant feeding products; Banana Boat(R) and Hawaiian Tropic(R) sun care products; and WetOnes(R) moist wipes.

**SOURCE** Energizer

