Energizer(R) Continues to Power People's Lives: Company Unveils New Innovations and Power Solutions at Digital Experience! to Help Consumers' Electronics Keep Going(R)

01/05/09

Will Showcase Lineup of New Products In Advance of 2009 Consumer Electronics Show

LAS VEGAS--(BUSINESS WIRE)--Jan. 5, 2009--Energizer:

News Highlights

- Company will showcase new products to the portfolio that offer solutions in inductive technology (wireless charging), solar charging technology, new Energizer(R)Advanced Lithium, advanced circuitry in lighting products, and new partnerships.
- New Energizer(R)Advanced Lithium, the gateway to lithium power and technology, which joins Energizer(R)Ultimate Lithium, the world's longest lasting AA and AAA batteries in high tech devices, along with the Energizer(R) AAAA alkaline battery, which is designed for compact devices.
- Gamers will get a charge out of the new Energizer(R) Power & Play(TM) charging systems for Nintendo(R) Wii(R), Microsoft(R) XBox 360(R) and Sony(R) Playstation(R) 3 .
- Lighting products including the new Energizer(R) Hard Case(R) Professional(R) e-Coupled Swivel Light, the latest Energizer(R) Hard Case(R) Tactical(TM) lights, designed for soldiers and law enforcement personnel, and Energizer(R) Night Strike(TM) lights, designed for hunters and outdoorsmen.
- Also making its debut will be the new Energizer(R) Rechargeable(R) Solar Charger, a portable solar-powered AA and AAA battery charger that transfers sunlight to power.

From flashlights to solar chargers, Energizer continues to develop innovative and creative portable power solutions for on-the-go consumers and is unveiling a variety of these new products at "Digital Experience!," prior to the 2009 International Consumer Electronics Show (CES).

Known for its leading-edge battery technology, Energizer is going beyond the battery by introducing new solutions that give consumers the power to play, work and unplug with a variety of batteries, charging systems and lighting products to fit their unique lifestyle.

"Now more than ever, consumers are living life unplugged, and the products that we are showcasing at Digital Experience! enable them to have the power they need, wherever life takes them," said Jeff Ziminski, Chief Marketing Officer, Energizer. "We're not only adding new power sources, like Energizer(R) Advanced Lithium, we're introducing innovative chargers like the Energizer(R) Rechargeable(R) Solar Charger and even designing lights to help soldiers and law enforcement officers safely complete their missions. Our goal is to provide portable power solutions to help people Keep Going(R)."

Energizer will be displaying a variety of light and power solutions, from batteries and charging stations to flashlights.

The Right Light for the Right Job

From the worksite to the campsite, Energizer is introducing a variety of flashlights and hands-free lights designed to light the way, wherever consumers go.

- Energizer(R)Hard Case(R) Tactical(TM) lights are designed to meet the lighting and light discipline needs of military and law enforcement personnel with a variety of light modes for field use applications. New products include the Hard Case Tactical 2AA Second Generation Handheld Light and the new Hard Case(R) Tactical(TM) Helmet Light.
- Energizer(R)Night Strike(TM) lights were designed with the help of outdoor and hunting experts as well as consumers to meet the specific lighting needs of outdoor enthusiasts. From ultimate durability, optimal balance between brightness and runtime and maximum LED performance, these are lights for the true outdoorsman. Models include the LED handheld flashlight, handheld swivel LED flashlight, and multifunction compact LED light.
- Energizer(R) Hard Case(R) Professional(R) e-Coupled Swivel Light isa rechargeable contractor-grade flashlight that works in tandem with the Leggett & Platt e-Coupled in-vehicle wireless console charger to give professionals a versatile LED light that's always charging and always ready.

"Energizer is constantly looking for new ways to light and power people's lives," said Ziminski. "By creating innovative solutions that fit consumers' unique lifestyles, we hope to enable them to have the power they need at work, at home and at play."

The Right Battery for the Right Devices

Always at the forefront of battery technology -- Energizer reshaped the battery category 50 years ago when it introduced the first alkaline battery, and again when it introduced the first lithium AA batteries. This year, Energizer is showcasing a variety of batteries designed to meet the power needs of today's devices and the gadgets of tomorrow:

- Energizer(R)Advanced Lithium batteries, the gateway to lithium power and technology, were introduced in August, 2008, adding to the company's legacy of innovation. A 2009 CES Design and Engineering Award honoree in the Portable Power Category, Energizer(R)Advanced Lithium batteries last up to 20 hours longer* in wireless gaming accessories (Versus Energizer (R) MAX(R)) and are one-third lighter than ordinary alkaline batteries, meaning gamers can move quickly and easily when using a wireless handheld remote.
- Energizer(R)Ultimate Lithium batteries, the world's longest-lasting AA and AAA batteries in high-tech devices, are also being showcased. Energizer(R)Ultimate Lithium batteries last up to 8X longer** in digital cameras (versus Energizer(R)MAX(R)), while also extending the use of flash units and handheld GPS devices.
- Energizer(R)AAAA alkaline battery (Quad A) is smaller, thinner and lighter than the standard AAA and is an excellent power source for contemporary electronic devices such as Bluetooth(R) headsets and flash audio players due to its small size and light weight.
- Energizer(R)Zinc Air Prismatic Batterieswill be introduced at CES to OEM designers. The Energizer(R) Zinc Air Prismatic battery will offer OEMs greater design flexibility, while providing greater run times and enabling smaller devices. Zinc Air Prismatic batteries will offer high energy density as well as a thin form factor. Product innovations to be unveiled to OEMs at CES have resulted in the highest energy density of any consumer portable power solution (either disposable or rechargeable) with up to three times (3X) more runtime compared to similarly sized alkaline or lithium ion batteries.

"We're proud that Energizer$_{(R)}$ Advanced Lithium has been recognized with a 2009 CES Design and Engineering Award," said Ziminski. "It is a great honor and attests to our ongoing efforts to provide the battery power needed that fuels the on-the-go lifestyles of today's consumer."

The Power To Charge

From cell phones to video game controllers and everything in between, Energizer is showcasing a variety of charging systems to make sure that consumers stay charged for every occasion.

- TheEnergizer(R)Rechargeable(R)Solar Chargeris a charger for AA and AAA rechargeable batteries that uses a solar panel to convert sunlight into useable energy for on-the-go consumers and can also be plugged into an AC wall outlet for additional charging flexibility.
- Energizer(R)Power & Play(TM) charging systems are designed to keep gamers ready for action with back-up power to keep controllers charged. Power & Play is designed specifically for the Nintendo(R) Wii(R) Remote (TM), the Nintendo(R) Wii(R) Fit(TM), the Microsoft(R) XBox 360(R) and the Sony(R) Playstation(R) 3 game controllers.
- Energizer(R)Energi To Go(R) Portable Power for Cell Phones(R) battery-powered chargers provide cell phone and smart phone users with hours of additional talk time anytime, anywhere. This product is being reintroduced with new packaging and upgraded smart phone compatibility to meet the power needs of some of today's most popular power-hungry cell phones and smart phones.

- Energizer(R)Rechargeable(R)battery chargers offer charging solutions for every lifestyle with benefits and features to meet every consumers' individual charging needs. Models include the on-the-go Energizer(R) 15-Minute Charger that combines speed and portability with the power to charge at home or in the car in only 15 minutes; the family-friendly Energizer(R) Family Charger that charges any variety of battery sizes and is great for households in constant need of power; the stylish and efficient Energizer(R) Easy Charger(R) that features three interchangeable faceplates to match any decor and charges four AA or AAA batteries in a few as two hours; and the pocket-sized Energizer(R) Compact Charger(R) that saves space at home and on-the-go and offers faster charge for up to four AA or AAA batteries.

For more information and downloadable images, visit Energizer's online media kit at http://www.pwrnewmedia.com/2008/energizerCES/index.html.

* Vs. Energizer$_{(R)}$ MAX$_{(R)}$. Results vary by play and/or usage patterns

**Vs. Energizer$_{(R)}$ MAX$_{(R)}$. Results vary by device.

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 Energizer$_{(R)}$ Rechargeable$_{(R)}$ 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(R) devices.

CONTACT: Weber Shandwick
Lorie Eigenrauch, 314-552-6783 (w) or 618-713-0201 (m)
leigenrauch@webershandwick.com
or
Blick and Staff
Margaret Welch, 314-727-5700, ext. 106 or 314-703-1215 (m)
margaretw@blickandstaff.com
or
Energizer Holdings, Inc.
Jackie Burwitz, 314-985-2169
JacquelineE.Burwitz@energizer.com

Source: Energizer Holdings, Inc.

Powered by SITECORE