Energizer and Fulton Innovation Partner on Wireless Power

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Energizer HardCase Professional Lights and Fulton eCoupled(TM) technology to enable contactless power delivery and charging solutions

ST. LOUIS, Dec. 17 /PRNewswire-FirstCall/ -- Energizer Battery, Inc.announced it is working with Fulton Innovation, LLC (Fulton) to accelerate development of efficient, intelligent wireless power solutions that can charge portable devices without traditional power cords.

As part of the relationship, Energizer is utilizing eCoupled wireless charging, one of a number of enabling technologies that Energizer views as having great potential in addressing consumers' needs for portability and power -- when and wherever they need it.

Energizer is partnering with Fulton to deliver an advanced wireless power product solution in portable commercial lighting. Together, with an in-vehicle console from Leggett & Platt, the companies are introducing a new rechargeable lighting solution that charges through eCoupled wireless power.

"We are excited to work with Energizer to bring together our intelligent wireless power delivery solutions with its devices," said Dave Baarman, Fulton's director of advanced technologies. "This is another example of how commercialization of cost and power-efficient wireless systems can benefit both the manufacturers and users of portable equipment."

"Fulton's eCoupled technology is exciting and provides new opportunities for commercial, industrial and consumer electronics manufacturers to change the way power is delivered to their devices," said Miles Faust, General Manager, Energizer Lighting Products. "Users will be able to charge tools, lights, phones, headsets and laptops in new and convenient ways that previously were not possible."

Saving energy through wireless power

Many consumers do not realize that electronic devices continue to draw electricity while the products are turned off. Research from the U.S. Department of Energy determined that, on average, 75 percent of all electricity used to power electronics is consumed when products are not in use. Fulton's eCoupled technology addresses this problem by using an advanced profiling protocol that identifies eCoupled-enabled devices to be powered. At the same time, the profiling protocol also assesses power needs and individual battery lifecycles to provide only the necessary amount of power for any given device.

About Energizer

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 Energizer(R) 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.

About eCoupled Technology

eCoupled technology is real, intelligent wireless power. It is the next generation power delivery solution for electronic devices worldwide. It moves technology beyond the traditional constraints of inductive coupling and takes wireless power to the next level.

eCoupled technology eliminates the need for power cords by creating a closely-coupled inductive electromagnetic circuit that is combined with an intelligent control system that constantly monitors the power flow to insure optimal efficiency and safety.

By leveraging the physics of near-field inductive coupling and combining it with proprietary communications and control microprocessor technology, Fulton Innovation will facilitate new advances in electronic device design. eCoupled technology will bring real wireless power to infrastructure, appliances, and consumer electronics starting in 2009.

About Fulton Innovation

Fulton Innovation is dedicated to commercializing and promoting new and innovative technologies that provide global economic and social value.

Fulton is committed to being the world leader in discovering, distributing and commercializing valuable innovative technologies that improve the way people work, live and play.

With offices in Ada, Michigan USA and Cambridge, England UK, Fulton is an international leader in utilizing advanced technologies to further develop the quality of life for people around the world. Fulton is a member of the Amway Inc. family of companies, which employs more than 13,000 people worldwide.

For additional information, please visit fultoninnovation.com or ecoupled.com.

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