# Energizer(R) e(2)(R) Lithium(R) Partners with Target Chip Ganassi Racing with Felix Sabates

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ST. LOUIS, Feb. 23 /PRNewswire/ -- This Sunday, February 25, Target Chip Ganassi Racing with Felix Sabates (TCGRFS) driver Reed Sorenson is set to pilot the limited edition No. 41 Energizer(R) e(2)(R) Lithium(R) car during this year's AutoClub 500 at the California Speedway in Fontana, California. The car will feature the Energizer e(2) Lithium bold, high-tech blue and silver paint scheme along with the famous Energizer Bunny(R). The upcoming race gives racing fans a perfect opportunity to interact with the Energizer e(2) Lithium brand, the World's Longest Lasting AA/AAA batteries in High-Tech Devices. As an added bonus, the Energizer Bunny will be on hand during pre-race ceremonies and in the pits on Sunday to encourage Reed Sorenson and the No. 41 Energizer/Target team.

(Photo: http://www.newscom.com/cgi-bin/prnh/20070223/CGF013 )

For a decade, Energizer has worked closely with Target Chip Ganassi Racing (TCGR) to showcase Energizer's long-lasting performance on both the NASCAR and IRL racing circuits. Late last season, Energizer partnered with TCGR and Reed Sorenson to bring a special delivery of Disney/Pixar's Cars DVDs to children of the Victory Junction Gang Camp, a camp that provides children with chronic medical conditions or serious illnesses with exciting, fun and empowering activities in a safe environment. Sorenson and some of the children took a few laps around the track, while the Energizer Bunny encouraged them to the finish line. After the race, Sorenson and the Energizer Bunny hosted a special DVD screening of the movie.

"Our on-going partnership with Target Chip Ganassi Racing is a fantastic complement to the constant innovation that is synonymous with the Energizer name," said Jeff Ziminski, Vice-President North American Marketing, Energizer Holdings, Inc. "The amazing team at Target Chip Ganassi Racing really reflects the spirit of perseverance and integrity that is so important to Energizer. We feel fortunate to have such a meaningful partnership with them."

Energizer e(2) Lithium batteries are the world's longest lasting AA and AAA batteries in high-tech devices from digital cameras to MP3 players to wireless headsets. For example, digital cameras using Energizer e(2) Lithium batteries take up to 630 pictures vs. up to 90 with leading ordinary alkaline batteries (AA only. Results vary by camera).

In addition to providing extremely long life, Energizer e(2) Lithium batteries offer several other advantages. First, both the Energizer e(2) Lithium AA and AAA are 33 percent lighter than their alkaline counterparts. The increased portability makes them ideal for travel and situations where every ounce counts. Second, Energizer e(2) Lithium batteries perform well in extreme temperatures, allowing your device to work from the Arctic to the Sahara. Lastly, Energizer e(2) Lithium batteries have a shelf life of up to 15 years versus 7 years with ordinary alkaline.

About Chip Ganassi Racing

Following a strong career as a driver, Chip Ganassi created his own one- car IndyCar team in 1990 and established a partnership with a new sponsor, Target Stores. Today, his teams include two IRL IndyCars, two Indy Pro Series cars and along with Felix Sabates he has three cars in the NASCAR NEXTEL Cup Series, a Daytona Prototype in the world of Grand American Rolex Sports Car Series racing and two entries in the NASCAR Busch Series. Ganassi's IndyCar teams have amassed five Championships and 50 wins since 1994; his NASCAR teams have nine wins and a Rookie-of-the-Year title; and the Grand American team has won two of the last three Rolex Series Daytona Prototype Championships and the 2006 Rolex 24 At Daytona. Chip Ganassi Racing operates out of state-of-the-art race shop facilities in Indianapolis, Ind., and Concord, N.C., with a corporate office in Pittsburgh, Pa.

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) e(2)(R) Lithium(R) and Energizer(R) e(2)(R) Titanium Technology(R) performance brands; Nickel Metal Hydride (NiMH) Rechargeable batteries and chargers; and miniatures brand batteries.

The Energizer product line also includes specialty batteries for hearing aids and medical devices, as well as for keyless remote entry systems, toys and other uses. Through its flashlight unit, Energizer brings innovation to this important household device. Energizer continues its role as a technology leader as it launches Energizer(R) Energi To Go(R), portable battery-driven power packs for cell phones.

SOURCE Energizer Holdings, Inc.

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