Attention Shutterbugs: Earn the "Ultimate" Photo Opportunity

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WASHINGTON, DC, May 19, 2008 (MARKET WIRE via COMTEX News Network) -- For decades, shutterbugs have dreamed of having one of their best shots appear in the pages of National Geographic magazine. Now, just as millions of Americans are dusting off their cameras to capture their summer memories and travels, that dream is within reach for one lucky photographer whose photograph will be featured in an Energizer(R) (NYSE: ENR) Ultimate Lithium ad that will run in the December 2008 issue of the magazine.

Not only will the winning photo be a part of an exciting, new ad in National Geographic for Energizer(R) Ultimate Lithium -- the world's longest-lasting batteries for high-tech devices, the winner will also receive a National Geographic Expeditions trip to Tanzania and Zanzibar accompanied by a National Geographic expert. Both represent one-of-a-kind opportunities for one gifted amateur photographer.

Those interested in entering the "Energizer(R) Ultimate Photography Contest" may do so online by visiting www.nationalgeographic.com/energizer and submitting their best work. Photos should be submitted in one of the following thematic categories: adventure and exploration, travel, weather, science, people and cultures, festivals and celebrations, wildlife and nature, and space.

A winner in each category will be selected in July, at which time Americans will then be asked to vote online for the photo they think should be included in the Energizer ad that will be published in National Geographic.

The photo contest celebrates a new name and identity for Energizer(R) Ultimate Lithium, the world's longest lasting AA and AAA batteries in high-tech devices. Formerly known as Energizer(R) e2(R) Lithium(R), Energizer(R) Ultimate Lithium lasts up to 8X times longer in digital cameras (Versus Energizer(R) MAX(R). Varies by camera.). Energizer(R) Ultimate Lithium not only meets the power demands of digital cameras and flash units, but also those of other high-tech devices like GPS systems and wireless headsets.

"Reliability is a big deal for me when I'm choosing equipment," said Jim Richardson, acclaimed National Geographic photographer and judge for the Energizer(R) Ultimate Photography Contest. "Long-lasting batteries that can function in extreme temperatures help me get the job done, and let me concentrate on more important things -- like getting great pictures."

In addition to the extreme long life, the batteries are 33 percent lighter than ordinary alkaline batteries and perform in extreme temperatures from -40 to 140 degrees Fahrenheit (-40 to 60 degrees C), making them ideal for professional and amateur photographers.

"We're proud to partner with National Geographic on this contest," said Betsy Laakko, director of Battery Marketing for Energizer. "National Geographic has long represented excellence in the field of photography, and Energizer(R) Ultimate Lithium helps provide the portable power that all photographers need."

If online submission is not possible, entries for the "Energizer(R) Ultimate Photo Contest" will also be accepted by mail, provided the photos submitted are no larger than 8 x 10 inches and are accompanied by an entry form (also available by visiting www.nationalgeographic.com/energizer) or a 3 x 5 inch card with the photographer's name, address, e-mail address and telephone number. The materials may be mailed to the following address:

Energizer(R) Ultimate Photo Contest

c/o National Geographic Society

1145 17th Street, NW

Room 7623

Washington, D.C. 20036-4688

Deadline for entries is 11:59 p.m. EDT July 25, 2008, for online submissions. Those sent by mail must be postmarked by July 25, 2008, and received by August 1, 2008.

Noted National Geographic photographer Jim Richardson will judge the entries and determine the category winners based on the following criteria: extent to which photo captures the essence of the theme selected (25 percent), composition (25 percent), clarity and technical quality (25 percent), and creativity (25 percent).

Each of the eight category winners will receive a photography-themed package valued at more than $300 and comprised of Energizer(R) Ultimate Lithium batteries; a "Gear on Assignment Earth Explorer" shoulder bag; a VuPoint Film Scanner, which enables users to scan strips of negatives or color slides and convert them to 5 megapixel digital files via a USB port; and the National Geographic Ultimate Field Guide to Photography.

Each of the category-winning photos will be posted online at www.nationalgeographic.com/energizer in mid-August, and visitors to the site will then be asked to cast their vote to determine the grand prize winner of the "Energizer(R) Ultimate Photography Contest." The voting period will extend from August 15 to August 28, with the grand prize winner being announced on or about September 22, 2008.

About Energizer(R) Ultimate Lithium

Introduced more than 15 years ago, Energizer(R) Ultimate Lithium continues to help pave the way for a new generation of high-tech portable power devices, ranging from digital photo equipment to GPS units and wireless headsets. Recognized as the world's longest-lasting AA and AAA batteries for high-tech devices, lasting up to 8X longer* in digital cameras, they are 33 percent lighter than ordinary alkaline batteries, perform in extreme temperatures from -40 to 140 degrees Fahrenheit (-40 to 60 degrees C) and have a 15-year storage life.

*Versus Energizer(R) MAX(R). AA only. Results vary by camera.

About Energizer

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; 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 technology leader as it launches its Energizer(R) Energi To Go(R) line of portable battery-driven power packs for cell phones and iPod(R) devices.

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