Schick® Xtreme3® Celebrates Hispanics' Journey to Success with the "Camino Al Exito" Campaign

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Consumers to Choose a Chance for One Boxer and One Dancer to Achieve Lifelong Dreams

SHELTON, Conn., Aug. 13, 2013 /PRNewswire/ -- Schick® Xtreme3® announced today the launch of "*Camino Al Exito*", (Journey to Success), a national Hispanic campaign that offers one boxer and one dancer the chance to make their dreams a reality.

Six talented individuals – three boxers: Ramiro Angel Huerta, Jay Rodriguez and Wesley Ferrer and three dancers: Isis Avalos, Gabriela Soto and Kathy Reyes – will have the chance to tell their stories and compete for a boost on their quests to achieve lifelong goals with help from Schick® Xtreme3®.

Each individual's "*Camino al Exito*" will be unveiled through a series of videos showcasing their personal stories and talents. Consumers can participate by viewing the videos and voting for their favorite boxer and dancer online at caminoalexito2013.com or on the Schick Xtreme3 Facebook page.

"At Schick® Xtreme3®, we know success is a combination of starting the day with confidence and being prepared for whatever life may bring," said Awilda Mendez, assistant brand manager for Schick® Xtreme3® at Energizer Personal Care. "Our goal is to help these contestants tell their powerful stories and find the self-assurance they need to make their passions a reality."

Voting opens today and will be open through August 31, 2013. The winning boxer and dancer will be announced in early September and each will be awarded a grand prize to help them on the road to success. The winning boxer will receive a lump-sum cash prize and the winning dancer will have the opportunity to appear in a music video alongside some of her most talented peers and mentors.

Schick® Xtreme3® will also run two, thirty second commercial spots on mun2, a national Hispanic cable TV network to help reach their wide young and hip Hispanic audience. The commercials will run in both English and Spanish speaking directly to bilingual Hispanic millennials across the nation while amplifying the program and raising awareness of each athlete's story.

For more information, visit Facebook.com/SchickXtreme3 or **www.CaminoAlExito2013.com**.

About Energizer Personal Care®

A leading manufacturer of health and beauty products around the world, Energizer Personal Care is a division of Energizer Holdings Inc. (NYSE: ENR), headquartered in St. Louis, Missouri. Energizer Personal Care markets products in over 100 countries worldwide under the Playtex®, Banana Boat®, Hawaiian Tropic®, Skintimate® and Schick® brands. Playtex and all other trademarks are licensed or owned by Energizer or its affiliates.

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