

Prepare to Weather the Future Storms of 2011

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ST. LOUIS, MO, Jun 01, 2011 (MARKETWIRE via COMTEX) --

Preparedness for severe weather is a nationwide initiative, as weather watchdogs like Weather Services International are predicting 15 named storms in 2011, including eight hurricanes, two or three of which may hit landfall in the United States. Hurricanes often spur additional weather emergencies including tornadoes and flooding. While severe storms, tornadoes, floods and hurricanes are inevitable in spring, summer and even into fall, planning and preparation can make severe weather challenges manageable and even help save lives.

One of the most common occurrences in storms -- regardless of severity -- is the loss of electricity. Losing electricity does not have to mean loss of all power. Whether it is a brief inconvenience or a prolonged outage, use flashlights or lanterns and make sure they are easily accessible for all family members. Energizer(R) Weatherready(R) lights feature long-lasting LED technology. This extensive flashlight line is designed to provide extended runtimes so your family has light where and when it is needed most.

Another important safety measure is to avoid the temptation to light candles when the power fails. According to the National Fire Protection Association, more than 15,000 fires are caused annually by candle use, and the risk of a fatal candle fire is greatest when the candles are used as a light source. A flashlight for every family member ensures safe lighting during power outages.

The Federal Emergency Management Association (FEMA) recommends the following items for an emergency preparedness kit. Keep these items together in a safe location for access in case of storm damage.

-- Water: According to FEMA, each person should have a supply of one gallon of

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"An emergency power kit along with other essentials can help ensure the comfort and safety of families throughout the country in severe weather situations," said Jim Olsen, vice president of marketing for Energizer North America. "We are reminding families to be prepared for power outages by putting together their own backup power kits to ensure they are always prepared for blackouts due to severe weather situations." With the severe weather season of 2011 already breaking records -- 681 recorded tornadoes in April alone, according to The Weather Channel -- taking the following steps before weather disasters strike will help ensure you and your family are prepared.

-- Develop a family plan so that everyone knows what to do in weather emergency



In addition to a backup power kit and emergency supplies keep copies of important medical records, insurance documents and personal family papers easily accessible.

About Energizer Energizer Holdings, Inc. (NYSE: ENR), headquartered in St. Louis, Mo., is one of the world's largest manufacturers of primary batteries, portable battery-powered devices, and portable flashlights and lanterns. Energizer is a global leader in the dynamic business of providing power solutions with a full portfolio of products including Energizer(R) brand battery products Energizer(R) MAX(R) premium alkaline; Energizer(R) Ultimate Lithium; Energizer(R) Advanced Lithium; Rechargeable batteries and charging systems; and portable flashlights and lanterns.

Energizer continues to fulfill its role as a technology innovator by redefining portable power solutions to meet people's active lifestyle needs for today and tomorrow with Energizer(R) Energi To Go(R) chargers for rechargeable portable devices; charging systems for wireless video game controllers; and specialty batteries for hearing aids, health and fitness devices, as well as for keyless remote entry systems, toys and watches. Energizer is redefining where energy, technology and freedom meet to bring to market consumer-focused products that power the essential devices that help people stay connected and on the go at work and at play. Visit <http://www.energizer.com>, <http://www.facebook.com/energizerbunny>.

To view this release in a media-rich format, go to: <http://www.pwrnewmedia.com/2011/energizer/preparedness/index.html>

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