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, asweather watchdogs like Weather Services International are predicting15 named storms in 2011, including eight hurricanes, two or three ofwhich may hit landfall in the United States. Hurricanes often spuradditional weather emergencies including tornadoes and flooding.While severe storms, tornadoes, floods and hurricanes are inevitablein spring, summer and even into fall, planning and preparation canmake severe weather challenges manageable and even help save lives.

One of the most common occurrences in storms -- regardless ofseverity -- is the loss of electricity. Losing electricity does nothave to mean loss of all power. Whether it is a brief inconvenienceor a prolonged outage, use flashlights or lanterns and make sure theyare easily accessible for all family members. Energizer(R)Weatheready(R) lights feature long-lasting LED technology. Thisextensive flashlight line is designed to provide extended runtimes soyour family has light where and when it is needed most.

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

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

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--  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 thecomfort and safety of families throughout the country in severeweather situations," said Jim Olsen, vice president of marketing forEnergizer North America. "We are reminding families to be preparedfor power outages by putting together their own backup power kits toensure they are always prepared for blackouts due to severe weathersituations." With the severe weather season of 2011 already breakingrecords -- 681 recorded tornadoes in April alone, according to TheWeather Channel -- taking the following steps before weatherdisasters strike will help ensure you and your family are prepared.

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

In addition to a backup power kit and emergency supplies keep copies ofimportant medical records, insurance documents and personal familypapers easily accessible.

About Energizer Energizer Holdings, Inc. (NYSE: ENR), headquarteredin St. Louis, Mo., is one of the world's largest manufacturers ofprimary batteries, portable battery-powered devices, and portableflashlights and lanterns. Energizer is a global leader in the dynamicbusiness of providing power solutions with a full portfolio ofproducts 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; andportable flashlights and lanterns.

Energizer continues to fulfill its role as a technology innovator byredefining portable power solutions to meet people's active lifestyleneeds for today and tomorrow with Energizer(R) Energi To Go(R)chargers for rechargeable portable devices; charging systems forwireless video game controllers; and specialty batteries for hearingaids, health and fitness devices, as well as for keyless remote entrysystems, toys and watches. Energizer is redefining where energy,technology and freedom meet to bring to market consumer-focusedproducts that power the essential devices that help people stayconnected and on the go at work and at play. Visithttp://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

For more information contact:Brian Gaffney314.727.5700, x106Email Contact

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