Energizer to Debut Elegant Flameless Wax Candle Collections

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First Look at International Home + Housewares Show From March 10 – 13 in Chicago

ST. LOUIS--(BUSINESS WIRE)--Mar. 5, 2012-- *Energizer* continues to expand into the household lighting category with the launch of a complete line of flameless wax candles. Made with real wax and featuring advanced LED technology, these candles offer the same benefits of a traditional flamed candle without the worry of open flames. The *Energizer*® Flameless Wax Candle Collections will include all the traditional size pillars, broad range of colors and scents as well as votives and a full assortment of seasonal options.

Energizer has entered into an exclusive relationship with Liown® Electronics, a full line manufacturer of premium flameless wax candles with its own patented technology, to be distributed in retail locations in North America.

"People love the wonderful scents and ambiance candles create, but often are worried about the safety of an open flame. These candles are perfect for families with children and pets or those that worry about forgetting to blow out their candles," said Anne Bannister, General Manager, Strategic Ventures at *Energizer*. "We expect a great response from retailers and consumers to our new LED flameless wax candles that are both safe and beautiful, and deliver the quality they've come to expect from the *Energizer* brand."

A selection of the new wax flameless candles will be unveiled to buyers and media at the International Home + Housewares Show in Chicago from March 10 – 13. The *Energizer* Household Lighting booth at McCormick Place Exposition Center is located in the Dine + Design Expo section at Booth Number S4337.

About Energizer

Energizer Holdings, Inc. (NYSE: ENR), headquartered in St. Louis, MO, is one of the world's largest manufacturers of primary batteries, 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*® brand battery products *Energizer*® MAX® premium alkaline; *Energizer*® *Ultimate Lithium*; *Energizer*® *Advanced Lithium*; Rechargeable batteries and charging systems; and portable flashlights, lanterns, and most recently comprehensive household lighting collections.

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*® Energi To Go® 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 **www.energizer.com/lighting**.

About Liown

Liown Electronics Co., Ltd, headquartered in Shenzhen, China, is a fully integrated business enterprise with a special focus in product development, turn-key manufacturing, and global distribution services. As the industry leader of flameless wax candles, Liown believes in the concept that there is no boundary in the pursuit of innovation and creativity. Liown is vertically integrated to provide a turnkey source to serve customers in need of end-to-end product production from concept development and schematic electro circuit design to component production and systematic product assembly, all steps are managed through the professionalism of integration.

Source: Energizer Holdings, Inc.

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