# From Amateur to Accomplished, Photographers Get a "Shot" at Greatness

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**National Geographic and Energizer Team Up for Third Annual Energizer Ultimate Photo Contest**

ST. LOUIS, MO, Apr 27, 2010 (MARKETWIRE via COMTEX) --Many photographers dream of seeing their images in the pages of National Geographic magazine. Now, through the third annual Energizer Ultimate Photo Contest, photo enthusiasts of all skills levels will have a chance to realize that dream. The winner will have their photo featured in the December issue of National Geographic magazine in an ad for Energizer(R) Ultimate Lithium batteries, and they'll also be awarded the trip of a lifetime -- a National Geographic Expedition for two to the Greek Isles.

Through Wednesday, June 30, aspiring photographers can visit nationalgeographic.com/lithium to enter one photo in each of six thematic categories: animals/wildlife, nature, travel, people/cultures, weather and action/energy. Whether you are a digital photography novice, a proud picture-taking mom or a long-time photo enthusiast, all skill levels are encouraged to enter.

"You don't have to be an expert or have professional equipment to capture a magnificent shot," said 20-year National Geographic photographer and contest judge Jim Richardson. "One of last year's Category Winning photos was shot by a zoo employee on a regular point-and-shoot camera. Great photography is often about being in the right place at the right time and making sure you're prepared to capture the moment when it happens."

After the entry period closes, Richardson will review all of the entries and select two finalists in each category. Then, from Aug. 17 through Sept. 15, Americans will be asked to go online and review each of the Category Finalists and vote for their favorite in each category. Once the Category Winners are determined, Richardson will help choose a Grand Prize Winner, to be announced on or about Nov. 4.

The Energizer Ultimate Photo Contest Web site also serves as a valuable resource for photo enthusiasts. Visitors can check out photos and tips from Richardson, enjoy a gallery of past winners as well as view a weekly gallery that will be updated with new submissions. Photo buffs can even participate in a Q&A with Richardson, asking about anything from his 20 years with National Geographic to questions on gear and equipment.

"I love fielding questions related to the gear we use," said Richardson. "One of photographers' biggest complaints is coming across a great image and realizing your equipment has run out of juice. When you're out in the field, it's the last thing you want to worry about. Keeping Energizer(R) Ultimate Lithium batteries on hand gives me peace of mind, so I can concentrate on getting the perfect shot."

Energizer(R) Ultimate Lithium batteries are the world's longest-lasting AA and AAA batteries in high-tech devices. They last up to 8x longer* in digital cameras and up to 2x longer* in flash units than Energizer(R) MAX(R), the company's flagship alkaline brand. The batteries also last longer in portable GPS units, LED flashlights and handheld games.

Along with a storage life of 15 years, Energizer(R) Ultimate Lithium batteries are 33 percent lighter than ordinary alkaline batteries and perform well in extreme temperatures from -40 to 140 degrees Fahrenheit (-40 to 60 degrees Celsius), making them ideal for photographers who are on-the-go.

"Energizer sets a world standard for reliability and long-lasting power, so it made perfect sense for us to partner with the world's premier publication honoring photojournalism," said Jim Olsen, Vice President of Marketing for Energizer North America. "Both Energizer and National Geographic share the goal of celebrating the work of photographers from all skill levels. We can't wait to see the incredible submissions the Energizer Ultimate Photo Contest receives this year."

Entry into the Energizer Ultimate Photo Contest begins April 15, 2010, at 12 a.m. and ends June 30, 2010, at 11:59 p.m. ET. Photos must be submitted online. No print or film submissions will be accepted.

Richardson will select the 12 Category Finalists based on the following criteria: extent to which photo captures the essence of the theme selected (25 percent); impact and creativity (50 percent); and composition, clarity and technical quality (25 percent). The 12 photos designated a Category Finalist will be posted online at nationalgeographic.com/lithium on Aug. 17, and voting for the winning photo in each category will extend through Sept. 15. The Grand Prize Winner will be selected by Richardson and announced on or about Nov. 4.

Each of the Category Winners will receive a prize pack comprised of an EPIC Action Video Cam, a Nikon COOLPIX L110 digital camera, a Litepanels Micro(R) camera light, an Energizer(R) Ultimate(R) Lithium 1AA Handheld flashlight, an Energizer(R) Ultimate(R) Lithium Headlight, an assortment of Energizer(R) Ultimate Lithium batteries and two books from the National Geographic Collection: "Journeys of a Lifetime" and "National Geographic: The Image Collection."

The Grand Prize Winner will receive all of the items listed above as well as a National Geographic Expedition for two to the Greek Isles, accompanied by a National Geographic expert.

*Versus Energizer(R) MAX(R). Results vary by device.

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 www.energizer.com, www.facebook.com/energizerbunny.

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