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Songs to Be Featured in New Energizer Ad Campaign to Debut During Latin GRAMMY Awards

ST LOUIS, MO, Nov 06, 2007 (MARKET WIRE via COMTEX News Network) -- The Energizer Bunny(R) is beating his drum to a new beat. Latin GRAMMY(R) nominated artists Camila and Elvis Crespo have written and recorded their longest song ever, in collaboration with Energizer.

The artists' new songs are available for free download on Monday, November 5 on www.sigueysigue.com and are featured as part of the new Musica Que Sigue y Sigue campaign that will be unveiled in new advertising spots airing during the Latin GRAMMY Awards broadcast on November 8th. Inspired by the long-lasting power of the Energizer(R) batteries, Elvis Crespo wrote and recorded "Esto No Para," a merengue tune, while Camila wrote and recorded the ballad "Amor Eterno."

Both artists are nominated for 2007 Latin GRAMMY Awards. Camila is nominated for the Song of the Year award for their hit song "Todo Cambio," while Elvis Crespo is nominated for the Best Merengue Album award, for his album "Regreso El Jefe." The awards will be held at the Mandalay Bay Events Center in Las Vegas on November 8th and will air live on Univision.

Sigueysigue.com offers behind the scenes video footage of when the ads were filmed in Mexico City, and features interviews with the artists and new interactive online games. Also, visitors to the site are encouraged to help write the longest song ever by submitting video footage of themselves singing lyrics they wrote to the tune available on the web site.

"We are excited about Elvis Crespo and Camila collaborating with us to write and record their longest song and appear in our latest advertising campaign. Like the Energizer Bunny, both of these outstanding artists are filled with never-quit spirit and their new songs reflect their energetic attitude," said Betsy Laakko, Director of Marketing for Energizer.

The Musica Que Sigue y Sigue advertising campaign, created by Grupo Gallegos, highlights what happens when you cross Camila and Elvis Crespo with the Energizer Bunny. New 15 second spots will air during the live broadcast of the Latin GRAMMY Awards and feature the two new songs.

Energizer Holdings, Inc. (NYSE: ENR), www.energizer.com, headquartered in St. Louis, Missouri, is one of the world's largest manufacturers of primary batteries, battery-powered devices and flashlights. Energizer, a global leader in the dynamic business of providing portable power geared toward the new digital age, offers a full portfolio of products including the Energizer(R) MAX(R) premium alkaline brand; Energizer(R) e2(R) Lithium(R) and Energizer(R) e2(R) Titanium Technology(R) performance brands; Nickel Metal Hydride (NiMH) Rechargeable batteries and chargers.

The Energizer(R) product line also includes specialty batteries for hearing aids, health and fitness devices, as well as for keyless remote entry systems, watches and other uses. Through its flashlight and lighting products unit, Energizer helps bring consumer insight and innovation to these important household devices. Energizer continues its role as a technology leader as it launches Energizer(R) Energi To Go(R), portable battery-driven power packs for cell phones, portable games and audio devices.

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