Stay Charged for Every Occasion With New Charger Innovations From Energizer(R)

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DUO Offers USB Port Charge Function; Family Charger Can Charge Any Size NiMH Cells

ST. LOUIS, MO--(MARKET WIRE)--Apr 12, 2007 -- Energizer® (NYSE:ENR - News), the No. 1 selling brand in rechargeable nickel metal hydride (NiMH) products, announced the introduction of two new chargers, the Energizer® DUO and the Energizer® Family Charger. These additions to the Energizer line of rechargeable systems are available in stores nationwide. The chargers underscore the company's focus on leading the rechargeable category through innovation and consumer-centric product development.

For the tech-wired and wireless younger generation, Energizer is introducing the Energizer DUO, a charger that meets the demands of the high-tech, portable power user. The DUO charges two AA or AAA NiMH batteries in as little as two hours for two AAA's through a USB port on a computer or wall outlet, giving users flexibility to choose how to recharge. In addition, the DUO comes in three colors and has an interactive, customizable computer program enabling the user to monitor the charger's progress on their computer screen. The Energizer DUO suggested retail price is $13.99 (two AAA 900 mAh NiMH batteries included).

The new Energizer Family Charger is geared toward busy families with heavy battery demands. The Family Charger is fast and easy to use -- just drop the batteries in the charger, close the lid and the charger begins automatically. The Energizer Family Charger suggested retail price is $29.99 (batteries not included).

Rechargeable consumers have on average 27 battery-operated devices in their household and are heavy consumers of batteries(1). The Energizer Family Charger is ideal for the busy family looking for an economical power solution, wanting to save time and money by purchasing rechargeable batteries. The Energizer Family Charger charges a family of its own -- up to eight AAA, eight AA, two 9V, four C and four D. It's the perfect charger for the home because it can simultaneously charge a large quantity of batteries and multiple battery sizes. The Energizer Family Charger can charge four AA 2500 mAh NiMH rechargeable batteries in three hours or eight AA 2500 mAh NiMH rechargeable batteries in six hours. Charge time will differ depending on the battery size and number of batteries in the charger.

"The DUO and Family Charger represent more examples of innovative, easy-to-use power solutions from Energizer for today's busy families; moms, dads and kids alike," said Betsy Laakko, Director of Marketing, Energizer.

To create the ideal rechargeable system, Energizer also offers an assortment of long lasting rechargeable NiMH batteries. For example, with a single set of Energizer® Rechargeable® AA 2500 mAh NiMH batteries, consumers can take up to 325 pictures with a digital camera per charge, up to four times as many as with leading ordinary alkaline AA batteries,* and the batteries can be charged hundreds of times. Energizer batteries with Energizer chargers provide the optimal charging experience.

In addition to rechargeable batteries and chargers, Energizer provides a variety of portable power offerings through its extensive portfolio. The latest addition is the recently launched Energizer® Energi To Go® Instant Cell Phone Charger. The light-weight, portable Energizer Energi To Go enables calls to be placed within thirty seconds of activating on most phones. On a fully discharged battery, it may take several minutes before a call can be placed. Energizer Energi To Go is compatible with 80 percent of the wireless phone brands available in the United States.

Energizer® Energi To Go®is one of many high-tech devices powered by Energizer® e2® Lithium® batteries -- the world's longest lasting AA and AAA batteries in high-tech devices. Energizer e2 Lithium AA batteries provide consumers the power to take up to 630 photos with their digital camera versus up to 90 photos with leading ordinary alkaline.*

About Energizer

Energizer Holdings, Inc. (NYSE:ENR - News), 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® MAX® premium alkaline brand; Energizer® e2® Lithium®, the world's longest lasting AA and AAA batteries in high-tech devices, and Energizer® e2® Titanium Technology® performance brands; Nickel Metal Hydride (NiMH) Rechargeable batteries and chargers and miniatures brand batteries.

The Energizer product line also includes specialty batteries for hearing aids and medical devices, as well as for keyless remote entry systems, toys and other uses. Through its flashlight unit, Energizer brings innovation to this important household device. Energizer continues its role as a technology leader with its newly launched Energizer® Energi To Go®, portable battery-driven power packs for cell phones.

(1) Source: Knowledge Networks, Rechargeable Batteries Awareness and Usage Study, August 2006

*Results vary by camera.

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