Banana Boat®, Hawaiian Tropic®, And Playtex® Appoint Brandgenuity As Licensing Agency

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NEW YORK, June 18, 2013 /PRNewswire/ -- Today Energizer Personal Care announced a partnership with New York-based licensing agency Brandgenuity LLC to extend the reach of their Hawaiian Tropic®, Banana Boat® and Playtex® brands.

(Logo: **http://photos.prnewswire.com/prnh/20130618/NY34006LOGO**)

Energizer Personal Care, a division of Energizer Holdings Inc., is a leading manufacturer of health and beauty products around the world. As Hawaiian Tropic, Banana Boat and Playtex are three of Energizer's most powerful brands, the company tapped Brandgenuity to explore their iconic nature and increase awareness by exploring strategic licensing opportunities.

"At Energizer Personal Care, we strive to deliver high-quality products to our loyal consumers," said Jim Alsante, Group Marketing Director at Energizer Personal Care. "Playtex, Banana Boat and Hawaiian Tropic are three of our most powerful brands, and we're thrilled to partner with Brandgenuity to bolster and deepen their reach. Brandgenuity has a proven, dynamic portfolio and we are confident they are the best partner to deliver real results."

"We're thrilled Energizer Personal Care has selected Brandgenuity to explore strategic and thoughtful licensing opportunities for these three iconic brands," said Jay Asher, Partner at Brandgenuity. "We are looking forward to working together to extend into products that support the active healthy outdoor lifestyle and caring for baby."

The partnership announcement between Energizer Personal Care and Brandgenuity comes just days before the industry's marquee event, Licensing Expo, 2013 in Las Vegas. Representatives from Brandgenuity will be on hand during the expo at booth #h51, and will be available to answer any questions and discuss the industry trends.

About Banana Boat®

The Banana Boat® brand offers a wide range of product options that provide today's busy family with reliable sun protection without worry, so the fun can go on. The advanced technology in Banana Boat® sunscreen products provides effective broad spectrum UVA and UVB protection that won't break down in the sun. Banana Boat® products have carried The Skin Cancer Foundation's Seal of Recommendation for almost two decades.

About Hawaiian Tropic®

Founded in 1969, the Hawaiian Tropic® brand is one of the most iconic and best-known sun care brands in the U.S. With a wide range of products including sunscreens, sunless tanning, after sun, sport and lip, Hawaiian Tropic® sunscreens deliver "indulgent sun protection." All Hawaiian Tropic® sunscreens with SPFs of 15 and higher meet the Food & Drug Administration's requirements for broad spectrum UVA and UVB protection. Hawaiian Tropic® sunscreens with SPFs 15 or higher have carried The Skin Cancer Foundation's Seal of Recommendation for almost two decades.

About Playtex Infant Care®

Playtex Infant Care, a division of Energizer Personal Care, is a leading manufacturer and distributor of infant products including the Playtex® Drop-Ins® System, Playtex VentAire® bottles, a variety of spillproof cups including the Lil'Gripper®, First Sipster®, Sipster® and the Insulator® and Coolster™, Ortho Pro® and Binky® Pacifiers and the Diaper Genie® Systems.

About Energizer Personal Care®

A leading manufacturer of health and beauty products around the world, Energizer Personal Care is a division of Energizer Holdings Inc. (NYSE: ENR), headquartered in St. Louis, Missouri. Energizer Personal Care markets products in over 100 countries worldwide under the Playtex®, Banana Boat®, Hawaiian Tropic®, Skintimate® and Schick® brands. Playtex and all other trademarks are licensed or owned by Energizer or its affiliates.

About Brandgenuity

Brandgenuity LLC is a leading independent brand licensing agency based in New York. The agency was voted Licensing Agency of the Year by a leading industry publication. Brandgenuity extends famous and iconic brands into new categories to build awareness and generate incremental revenue. A full suite of licensing services include strategic licensing planning, prospecting, legal support & contract negotiation, and retail development and assist manufacturers in the strategic acquisition of licenses. The agency's clients include HISTORY (*Swamp People*) and A+E Networks (*Duck Dynasty*), Boppy, Church & Dwight (ARM & HAMMER, OxiClean), Energizer Personal Care (Banana Boat, Hawaiian Tropic, Playtex), MGM Studios (*Robocop, Vikings, Hercules*), The Juilliard School, Pella, World Poker Tour and FX Network (*It's Always Sunny in Philadelphia, Archer, The League*), Wizard 101, and Sondra Celli, among others. For more information please visit us at **http://www.brandgenuity.com**.

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