Men and Their Smart Phones: What's Love Got to Do With It? A Lot, Actually.

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Just in time for Valentine's Day: New Survey from Energizer Shows Some Men Prefer Their Smart Phone to Their Sweetie

ST. LOUIS, Feb 10, 2009 /PRNewswire-FirstCall via COMTEX/ -- This Valentine's Day, Cupid might have better luck sending his arrow through a text message. According to a recent survey by Energizer Energi To Go, when asked to choose between their significant other and their Smart phone, 44 percent of men said they'd either give up their significant other or "seriously have to think about it."

This recent Energizer survey of male Smart phone users age 24 to 35 confirms that some guys just aren't willing to give up their time on the phone in exchange for that special someone. In fact, 45 percent of guys surveyed said they "can't live without their Smart phone." Even so, a majority (60 percent) did admit their digital heart does come with one less-than-favorable feature -- poor battery life.

With some Smart phone batteries dying in as little as four hours, there is a lot of potential for broken hearts among Smart phone users. Devices with so much functionality -- phone, web, email and gaming to name a few -- often need extra power. The recently upgraded Energizer (R) Energi To Go(R) Portable Power for Cell Phones is a battery-driven phone charger that will take care of their digital hearts by giving them extra text and talk time, whenever and wherever they need it.

"At Energizer, we're always trying to respond to consumers' needs for portable power," said Serge Traylor, Energizer Rechargeable Brand Manager. "With the Energizer Energi To Go(R) Portable Power for Cell Phones, you'll never lose contact with your loved ones, especially on special holidays like Valentine's Day."

Energizer Energi To Go Portable Power for Cell Phones is a battery-powered charger that combines the power of Energizer(R) Ultimate Lithium AA batteries and the extreme portability of a compact design to provide the majority of today's Smart phone users with hours of additional talk time anytime, anywhere. Energizer Ultimate Lithium batteries are the world's longest lasting AA battery in high-tech devices.

About Energizer:

Energizer Holdings, Inc. (NYSE: ENR), http://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) Ultimate Lithium; Energizer(R) Advanced Lithium and 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 with Energizer(R) Energi To Go(R), portable battery powered chargers for cell phones.

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