Powerful Gift Ideas From Energizer for Every Budget and Lifestyle

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ST. LOUIS, MO, Jul 15, 2010 (MARKETWIRE via COMTEX) --

For travelers, outdoor enthusiasts, do-it-yourselfers and those looking for cool new gadgets and ways to power them, the line-up from Energizer (NYSE: ENR) includes great ideas to light up their holidays and power their favorite activities all year long.

-- New Technology that Tops the List
-- Holiday "Greenery"
-- For the Do-It-Yourselfer
-- Great Ideas for the Great Outdoors
-- For the Prepared... or Not-So Prepared Person
-- Out of Town... or Out on the Town
-- Stocking Stuffers
-- Gifts that Fit the -- $20, $50 and $100 -- Bill

NEW TECHNOLOGY THAT TOPS THE LIST For those who love to get the newest gear and gadgets, Energizer has introduced some smart new devices that will give them a real charge.

-- Energizer(R)Inductive Charger $89.00

Next generation charging technology for smartphones has arrived with the Energizer(R) Inductive Charger. It offers an easy and convenient way to charge smartphones without cords and cables. This advanced technology features Qi (pronounced chee), the new universal standard for inductive charging, so it will power up devices like smartphones now

and in the future regardless of manufacturer. The Energizer Inductive Charger is designed to work with Qi-enabled devices, whether Qi is built into the device or the device has a Qi accessory. It features two large charging zones that don't require locking the device into a precise position, so you'll be sure to have your phone charged and ready to go when you need it. It also features a USB port to meet additional charging needs.

To work with today's popular smartphones, Energizer is launching the Inductive Charger with a removable Qi sleeve for the Apple iPhone(R) 3G/3GS and a Qi door for the BlackBerry(R) Curve(TM) 8900 (sold separately).

Simply slide the iPhone into the Energizer(R) Qi Sleeve or attach the Energizer(R) Qi Door -- a one-time replacement -- to the Blackberry, and set your phone down on the charger for cordfree charging!

-- Energizer(R)Recharge Smart(TM) Charger -- $19.99
If you're getting ready to wrap a battery-powered toy, game or gadget, a smart addition to the package is the new Energizer(R) Recharge Smart(TM) Charger, because there is nothing more disappointing than a great new toy running out of power! This new charger was developed in response to consumers' interest in knowing more about the charging status of their rechargeable batteries. It features a large LCD screen with a countdown clock displaying remaining charging time, a fuel gauge indicating the current level of power in the inserted NiMH rechargeable batteries, and a bad battery alert that automatically indicates if the batteries are no longer useful or if a disposable battery has been inserted by mistake.

HOLIDAY "GREENERY" Solar is hot this year and Energizer has tapped into the power of the sun to deliver new solar-powered lights and solar chargers for cell phones, cameras and more. They're perfect for both outdoor excursions or for everyday use, and feature multiple charging options. They're sure to please outdoors lovers and anyone wishing for a greener holiday season.

-- Solar Crank Flashlight -- $19.99

This clever solar crank light just might be a backpacker's best friend. Its internal rechargeable battery can be powered by the sun or an attached handcrank, and is small enough to clip to backpacks or other gear. Five hours of sun-charging provides 2.5 hours of continuous light. Or, cranking for one minute generates four minutes of bright, white light.

-- Energizer(R)Energi To Go(R) SP Solar Power Packs -- $49.99 - $99.00

Extend run time for cell phones, MP3 players, digital cameras and more with easy, convenient and reliable solar power packs, available in 1000 mAh and 2000 mAh power. These lithium polymer battery cells are rechargeable up to 500 times, and come with a TipFit guaranteed that offers tips to fit any handheld gadget.

FOR THE DO-IT-YOURSELFER Wow the Do-It-Yourselfer in your life with a rugged flashlight and area light for work around the house, in the garage or even on the job. Energizer(R) Hard Case(R) Professional lights can meet the challenge of any job with their rugged dependability and innovative LED technology.

-- Energizer(R)Hard Case(R)Professional(R)Area Light -- $9.99

Provides bright lighting in hard-to-reach places or spots where you'd rather not have to run electrical wiring. It has a powerful magnetic backing and a wall mount, so it's mountable in attics and above workbenches but also portable and adheres securely to metal surfaces such as sheds and campers or under the hood of a car.

-- Energizer(R)Hard Case(R) Professional(R) LED Swivel Light -- $34.99 - 39.99

It's the perfect flashlight for every toolbox. This tough light features shock-absorbing rubber overmolds and a shatterproof lens, so it's drop-friendly -- even from a height of 20-feet. The stand-alone base and swiveling head allow DIYers to set the light down and aim it on the job at hand. LED features include:

white, red for night vision and green for inspection work.

GREAT IDEAS FOR THE GREAT OUTDOORS For the hiker, camper, hunter, mountaineer, or anyone who spends a lot of active time in the great outdoors, a lightweight, durable, versatile flashlight is critical gear. As a leader in lighting products, Energizer has developed high-tech handheld and hands-free lights specifically designed to meet the needs of any outdoor enthusiast.

-- Micro LED Headlight -- $29.99
With a bright 60-lumen spotlight, dimmable brightness levels, and red LEDs for low-light vision, this waterproof and hands-free light is compact and lightweight, and gets any task done in the dark. The pivoting head shines the light exactly where it's needed and it is powered by one AA battery.

-- Night Strike(R)Compact Light -- $79.99
This compact light is ideal for avid hunting and fishing enthusiasts. You won't have to worry about leaving this light out in the rain or dropping it on a rock because Energizer has designed this light just for those tough circumstances. Powered by only one AA battery, it comes with a removable cap light mount for hands-free use and boasts eight different lighting modes, including white, red, blue and green LEDs.

-- Ultimate 2AA Handheld -- $44.99
Shine on and shine strong with this 110 lumen, high intensity handheld flashlight. Powered by two long-lasting Energizer Ultimate Lithium AA batteries, this waterproof light will run for three straight hours on its max setting, has a dimmable brightness option to extend runtimes and operates in extreme temperatures ranging from -40 degreesF to 140 degreesF.

FOR THE PREPARED (OR NOT SO PREPARED) PERSON Get peace of mind for you and your loved ones this season, with efficient and reliable lights and power that can help keep you going during a power outage at home or on the road. The new Energizer branded All-In-One Charger and the new Weatheready(TM) Emergency Weather Station are easy-to-use, reliable and essential for weathering storms.

-- UPG All-In-One Charger -- $149.99
For the ultimate on-the-go preparedness tool, equip your car, boat or cabin with the award-winning All-in-One Charger, recognized for its versatility and ergonomic, color-coded design. This one compact unit is great insurance when a jumpstart is needed, and also features an inverter so you can power devices via its AC and DC outlets, and an air compressor for inflating tires.

-- Weatheready(TM)Emergency Weather Station -- $59.99
The ultimate solution for emergency preparedness! This emergency weather station provides critical information via NOAA radio emergency alerts, delivers room-filling area light, includes a convenient USB port for charging cell phones and offers a hybrid power solution through eight AA batteries or a self-powered crank.

-- Emergency Power Kit Accessories
Create or replenish an emergency kit for a loved one with these additional items from Energizer:

- -- Energizer(R) Energi To Go(R)power packs help keep cell phones charged.
- -- Specialty batteries for critical health devices like hearing aids and blood glucose and blood pressure monitors.
- -- Flashlights and lanterns to use instead of candles
- -- Energizer Lithium Batteries. They have a long storage life, perform well in extreme temperatures and are perfect for use in LED flashlights and other high-tech devices.

FOR THOSE HEADING OUT OF TOWN... OR OUT ON THE TOWN -- $14.99-$199.99

Know the road warrior always looking for an outlet in the airport? The vacationer who missed that perfect shot because the camera battery ran out? Or, perhaps you've found yourself disconnected when out on the town because your cell phone ran out of juice? Energizer makes low battery power on laptops, cell phones, mp3 players and cameras a problem of the past, with a full line of Energi To Go(R) portable power packs for today's high-drain devices. From the smallest Energi-Stick keychain model that delivers 40 more hours of standby time, to the Energi To Go XP18000 that will power a notebook computer for an additional six hours and charge three devices at once, there is a model that goes the distance for the charge-challenged person on your list. They can be recharged up to 500 times and they'll fit today's devices and any new ones thanks to the TipFit guarantee that offers tips to fit any device or will have it produced.

POWERFUL STOCKING STUFFERS Don't forget the batteries -- A must-have addition to get all the new toys, cameras, gadgets and gear up and running!

-- Energizer(R)Ultimate Lithiumbatteries -- $9.99 (4-pack)

Energizer(R) Ultimate Lithium AA and AAA batteries raise the bar by providing more reliable run-time than ever before. The days of unexpectedly running out of battery power right before the perfect photo just may be over! They are the world's longest-lasting AA batteries in high-tech devices, lasting up to 8x longer* in digital cameras and up to seven hours longer** in handheld GPS devices. New improved materials and construction provide increased power output for up to 30 minutes more*** light in lighting products, up to 30 minutes more*** power in toys and audio devices and 26 more*** shots from a digital camera.

-- Energizer(R)Advanced Lithiumbatteries -- $7.99 (4-pack)

Energizer(R) Advanced Lithium batteries are ideal for active gamers, who can play up to 20 hours longer** with wireless gaming accessories.

-- Energizer(R)Recharge(TM)2300 mAh NiMH batteries -- $11.99 (4-pack)

These batteries are the reusable power solution for people who need more power, more often, for their high-drain and frequently-used devices. Through advances in rechargeable technology, Energizer Recharge(TM) NiMH AA batteries are now even longer-lasting. They can be charged up to 250 MORE times** and will

last up to 4x longer**** in digital cameras.

-- Energizer(R)MAX(R)premium alkalinebatteries -- $5.99 (4-pack)

Energizer(R) MAX(R) batteries deliver dependable, long-lasting power that gives you the freedom to enjoy the things that matter most. From remote controls, toys and wall clocks to flashlights and smoke detectors, Energizer(R) MAX(R) powers the devices we use every day.

GIFTS THAT FIT THE -- $20, $50 and $100 -- BILL Here are some great ideas to fit a variety of shopping budgets:

-- Under $20
  -- Energizer(R) Hard Case(R) Professional(R) Area Light: $9.99
  -- Energizer(R) 4LED Headlight: $14.99
  -- Energi Stick: PRICE: $14.99
  -- Solar Crank Light: $19.99
  -- Energizer(R) Recharge Smart(TM) Charger: $19.99
-- Under $50
  -- Micro LED Headlight: $29.99
  -- Energizer(R) 15 Minutes Charger: $32.99
  -- Energi To Go(R) SP1000: $49.99
-- Under $100
  -- Night Strike(R) Compact Light: $79.99
  -- Energi To Go(R) SP2000: $99.99

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.

*vs Energizer(R) MAX(R). Results vary by camera. ** vs Energizer(R) MAX(R). AA only. Results vary by device, play and/or usage. *** vs. previous Energizer(R) Ultimate Lithium. AA only. ****vs Energizer(R) AA 2450 mAh.

To view a media-rich version of the release, go to:
http://www.pwrnewmedia.com/2010/energizer_holiday_00714/index.html

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