Energizer and the International Association of Fire Chiefs Remind Families to Change Your Clock Change Your Battery(R) November 1

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ST. LOUIS, MO, Oct 15, 2009 (MARKETWIRE via COMTEX) -- In today's fast-paced world, we often forget to stop and do the small things in life that matter most. On November 1, Energizer (NYSE: ENR) and the International Association of Fire Chiefs (IAFC) are teaming up on the Change Your Clock Change Your Battery(R) program to remind families of a simple task that could make the difference in surviving a home fire. Having a working smoke alarm doubles a family's chances of escaping, thus surviving a home fire*, but only if it works. This campaign encourages families to take action in preventing accidental deaths caused by home fires and carbon monoxide by changing the batteries in smoke alarms and CO2 detectors.

Serving as a reminder for 22 years, the Change Your Clock Change Your Battery program now incorporates more than 6,200 fire departments nationwide to encourage families to use Daylight-Saving Time as a reminder to change the batteries in their smoke alarms when changing their clocks back to Standard Time.

"Unfortunately, changing the batteries in smoke alarms and carbon monoxide detectors is not always top of mind for families," says Chief Jeffrey D. Johnson, EFO, CFO, president of the International Association of Fire Chiefs. "In fact, while 96 percent of American homes do have smoke alarms, the sad truth is that 19 percent of these do not work due to worn out or missing batteries. So, hundreds of fatalities occur every year from a simple over-sight. The habit of changing batteries during Daylight-Saving Time is an easy task that can be the difference between life and death."

Why this program is lifesaving:

The National Fire Protection Association reports that a home fire death occurs somewhere in the nation approximately every three (3) hours. In fact, home fires kill 540 children, 14 years old and under, each year.* Having a working smoke alarm can provide those crucial extra seconds to escape a burning home. Therefore, it is critical for families to adopt the life-saving habit of the Change Your Clock Change Your Battery(R) program to make sure they take this one simple step to help keep their families safe.

About The International Association of Fire Chiefs:

The IAFC, www.iafc.org, represents the leadership of over 1.2 million firefighters and emergency responders. IAFC members are the world's leading experts in firefighting, emergency medical services, terrorism response, hazardous materials spills, natural disasters, search and rescue, and public safety legislation. Since 1873, the IAFC has provided a forum for its members to exchange ideas and uncover the latest products and services available to first responders. The organization champions fire safety and prevention through efforts such as the Change Your Clock Change Your Battery(R) program.

About Energizer Holdings, Inc.

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) Ultimate Lithium; Energizer(R) Advanced Lithium and Nickel Metal Hydride (NiMH) Rechargeable batteries and chargers.

The Energizer 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.

*Statistics provided by the National Fire Protection Association

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