Energizer Announces New Sponsorship and Support for Susan G. Komen for the Cure(R) and National Breast Cancer Awareness Month

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Energizer is the 2009 Presenting Sponsor and Official Battery of the Breast Cancer 3-Day(R)

ST. LOUIS, Sept. 29 /PRNewswire-FirstCall/ -- The company known for its *Keep Going®* spirit is hitting the pavement to help find the cures for breast cancer. Energizer is continuing its longtime support of Susan G. Komen for the Cure® by becoming the first ever Presenting Sponsor and Official Battery of the Breast Cancer 3-Day® in 2009.

(Photo: **http://www.newscom.com/cgi-bin/prnh/20090929/CG83051-a**)

(Photo: **http://www.newscom.com/cgi-bin/prnh/20090929/CG83051-b**)

The Breast Cancer 3-Day is a series of 15 events across America where participants commit to walk 60 miles over the course of three days to raise funds to support breast cancer research. This year, Energizer is helping walkers in a much-needed way - by providing fun and encouragement at the end of long days of walking. The Energizer Live it Up! Lounge is a traveling pink oasis set up at the Breast Cancer 3-Day camp where walkers can enjoy games, giveaways and complimentary chair massages generously donated by members of the American Massage Therapy Association®. From Boston to San Diego, Energizer will be helping thousands of walkers recharge as they take steps for the cause.

"We are proud to sponsor such an amazing event that truly highlights the perseverance and never-quit spirit of thousands joining together in the fight to end breast cancer," said Betsy Laakko, Director of Marketing for Energizer. "We hope the walkers and supporters are inspired by the unstoppable energy of the Energizer Bunny® as they travel on this 60-mile journey to help find the cures."

In honor of National Breast Cancer Awareness Month, Energizer has created a limited-edition *Keep Going®* Journal, the first in a series, to benefit Susan G. Komen for the Cure. The collectible 80-page journal, which features inspirational quotes, a calendar and a pink ribbon bookmark, is available by mailing in three proofs of purchase from select *Energizer*® battery packs. For every journal redeemed, Energizer will donate $1.00 to Susan G. Komen for the Cure, up to $15,000 with a minimum guaranteed donation of $10,000. In addition, commemorative pink batteries will be available during the month of October at retailers nationwide. The Energizer Family of Brands - including Playtex® feminine products, Wet Ones® wipes, Playtex® Living Gloves® and Energizer® Batteries - will also be joining together this October to make a donation of $400,000 to Susan G. Komen for the Cure.

"We are thrilled that Energizer has taken its support to an even higher level by becoming the 2009 Presenting Sponsor of the Breast Cancer 3-Day and through special National Breast Cancer Awareness Month efforts," said Katrina McGhee, Vice President of Marketing at Susan G. Komen for the Cure. "For 27 years, Susan G. Komen for the Cure has been on a mission to end breast cancer forever, and the *Keep Going®* spirit of Energizer makes them a perfect partner in helping to see this mission realized."

For more information about Energizer's support of Susan G. Komen for the Cure, visit ***www.energizer.com/komen***.

About Energizer

Energizer Holdings, Inc., headquartered in St. Louis, Missouri and incorporated in 1999, is a consumer goods company operating globally in the broad categories of household and personal care products.

Energizer's Household Products Division offers consumers the broadest range of portable power solutions, anchored by the universally recognized *Energizer*® and Eveready® brands. The company's comprehensive product portfolio ranges from low-cost carbon zinc batteries suited for discount classes of trade and developing markets to the world's longest lasting AA and AAA batteries in high drain devices (*Energizer® Advanced Lithium* and *Energizer® Ultimate Lithium* batteries), plus specialty batteries, Energi To Go® chargers and a complete line of battery-powered flashlights and lanterns.

Energizer's Personal Care Division offers a diversified range of consumer products in the wet shave, skin care, feminine care and infant care categories. The company's portfolio includes well established brand names such as Schick® and Wilkinson Sword® men's and women's shaving systems and disposable razors; Playtex® tampons, gloves and infant feeding products; Banana Boat® and Hawaiian Tropic® sun care products; and Wet Ones® moist wipes.

About Susan G. Komen for the Cure®

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure®, we have invested more than $1.3 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit ***www.komen.org*** or call 1-877 GO KOMEN.

About the American Massage Therapy Association®

The American Massage Therapy Association (AMTA®) is the largest non-profit, professional association for massage therapists with some 58,000 massage therapist and massage therapy school members. Founded in 1943, AMTA works to advance the profession through ethics and standards, the promotion of fair and consistent licensing of massage therapists in all states, and public education on the benefits of massage.

October 25-31, 2009 AMTA and its members will celebrate National Massage Therapy Awareness Week®, dedicated to educating the public on the benefits of massage. Through AMTA's Find a Massage Therapist® national locator service at ***www.findamassagetherapist.org***, the association helps consumers and healthcare professionals find AMTA professional massage therapists.

SOURCE Energizer

Sara Miller, office, +1-314-727-5700, ext. 105, cell, +1-660-349-9498, saram@blickandstaff.com, for Energizer