National Baseball Hall of Famer, Cal Ripken, Jr., Announces Call for Entries for Energizer(R) Keep Going(R) Hall of Fame

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Seeking New Inductee That Embodies Perseverance, Determination and a Never-Quit Spirit

ST. LOUIS, MO, Feb 07, 2008 (MARKET WIRE via COMTEX News Network) -- Every day, people around the world are compared to the Energizer Bunny(R). From athletes to teachers, to seniors to all around go-getters, these people are passionate, determined and, above all, they never quit. Starting February 4, 2008, Energizer (NYSE: ENR) is teaming up with Cal Ripken, Jr. to find the person with the most "Energizer Bunny attitude" so they can be the next member of the Energizer(R) Keep Going(R) Hall of Fame.

The Keep Going Hall of Fame honors everyday people with extraordinary spirit who live their lives with passion, energy and an unstoppable zest for life. No stranger to the kind of tenacity it takes to be a hall of famer, Cal Ripken, Jr., who in 2007 became an official member of the National Baseball Hall of Fame, is leading the charge by announcing the call for nominations.

The nomination period for the third annual Keep Going Hall of Fame will run from February 4 - March 21, 2008. Energizer is inviting people to enter with their own personal stories of never-quit spirit or to nominate someone they know to win. Entries will be accepted online at www.energizer.com/halloffame. The winner will receive $10,000 plus an additional $5,000 donation to their favorite charity.

"Every day people who never quit compare themselves to the Energizer Bunny who never quits," says Betsy Laakko, Director of Marketing for Energizer. "The Keep Going Hall of Fame is a place where their stories can live and be shared to inspire others."

In 2007, Energizer inducted Melanie Goldish of Chicago, Illinois into the Keep Going Hall of Fame. Goldish is the Founder and Executive Director of SuperSibs!, www.supersibs.org, a nonprofit organization that supports brothers and sisters of children with cancer. Her path to the Keep Going Hall of Fame began when her 6-year-old son was diagnosed with cancer. She knew that it would be a tough fight, but she also recognized it was a fight of a different sort for her younger son. From that realization, SuperSibs! was born. Through SuperSibs!, Melanie's goal is to help kids redefine the "cancer sibling" experience by providing needed support services and by helping to draw out the important lessons that may benefit these children later in their own lives. Her unwavering energy and her dedication to her cause won her a spot in the Keep Going Hall of Fame.

Who Inspires You?

Do you know someone with never-ending energy? Are you always on the go? It's easy to nominate yourself or someone you know to be the next member of the Energizer(R) Keep Going(R) Hall of Fame. Nominations can be made by going to www.energizer.com/halloffame and submitting an essay along with a photo and/or video. The nomination should tell the story of the candidate's unstoppable spirit and why he or she deserves to be an inductee into the Keep Going Hall of Fame. First-round nominations will close March 21, 2008. A panel of judges will narrow the field to 100 semi-finalists, who will be honored in their hometowns.

Then the judges will select 10 finalists whose names and stories will be posted online. At that point, all of America will be given a chance to select the winner through an online vote.

The voting will take place in June of 2008. Each vote will trigger a $1.00 donation from Energizer to the Cal Ripken, Sr. Foundation, up to $10,000.

The Energizer Keep Going Hall of Fame winner will attend a special induction ceremony at the Keep Going Hall of Fame in St. Louis, Missouri. The inductee will also get a $10,000 cash award and an additional $5,000 will be donated to the charity of his or her choice.

"We're looking for people who never quit," said Energizer's Laakko. "Almost all of us know someone who is determined and has a can-do attitude like Cal Ripken, Jr., and the Energizer Bunny. We're asking everyone to help us identify and honor those very energetic and inspirational people."

For more information and details, go to www.energizer.com/halloffame.

About Energizer:

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) e2(R) Lithium(R) and Energizer(R) e2(R) Titanium Technology(R) performance brands; 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 as it launches Energizer(R) Energi To Go(R), portable battery-driven power packs for cell phones, portable games and audio devices.

To view this release online, go to http://www.pwrnewmedia.com/2008/Blick_020508/index.html.

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