# Energizer Introduces Energi To GO(R) Portable Power For iPod

09/19/07

New entry to the Energi To Go(R) lineup offers iPod users extended play

ST. LOUIS, Sept. 19 /PRNewswire-FirstCall/ -- As the millions of devoted iPod enthusiasts in the US know, there's nothing quite as frustrating as running out of power while on a plane or at the beach. Very soon, that problem will become a thing of the past. Energizer Holdings, Inc. (NYSE: ENR), a global leader in the dynamic business of providing portable power, has introduced the Energizer (R) Energi To Go(R) Portable Power for iPod. This battery-powered device will be arriving in stores nationwide in October.

The Energizer Energi To Go Portable Power for iPod is the first iPod charger to combine the power of Energizer(R) e2(R) Lithium(R) AA batteries and the extreme portability of a compact, cord-free design. It features a patented intelligent control chip that maximizes power transfer to the iPod, and its unique flip design allows iPod owners to use it as a stand while charging and fold it for easy storage. Sleek enough to complement the iconic styling of the iPod, the compact charger travels easily and is exceptionally lightweight.

The Portable Power for iPod delivers a considerable amount of extra listening time for iPod users. In testing with Energizer e² Lithium AA batteries, the charger provided more than 46 hours of music playback on the iPod nano and more than 32 hours of music playback on the iPod with video.

"At Energizer, we're always trying to respond to consumers' needs for portable power," said Mike Rivard, Energizer General Manager, New Products. "With the new Energizer Energi To Go Portable Power for iPod, you'll know that whether you're on a plane, at a campground, or at any other location without a power outlet, your music will keep going. And it features the kind of design that iPod owners appreciate and expect."

The Energizer(R) Energi To Go(R) Portable Power for iPod features a licensed Apple iPod tip and is adjustable so that it's compatible with fourth-and fifth-generation iPods, iPod nano, and iPod mini. The suggested retail price for Energizer Energi To Go iPod Portable Power Source is $29.99 and includes the charger and two Energizer e2 Lithium AA batteries.

Energizer Energi To Go Portable Power for iPod will be available in the iPod accessories sections at mass, drug, consumer electronics, and airport retailers this fall.

For maximum performance, Energizer recommends powering Energizer Energi To Go Portable Power for iPod with Energizer e2 Lithium batteries. Energizer e2 Lithium batteries are the world's longest lasting AA battery in high-tech devices.

The Energizer Energi To Go line also includes the Energizer Energi To Go Instant Cell Phone Charger, a portable battery-powered device that supplies power to the majority of today's wireless phones. The Instant Cell Phone Charger offers phone tip connectors to fit approximately 100 phone models across top manufacturers, and include most Nokia, Motorola, Sprint, LG, and Samsung cellular phones, as well as mini-USB devices such as the Razr, Blackberry, and Palm Treo. Its MRSP is $19.99.

Energizer markets and distributes Energi To Go. St. Louis-based Energizer Holdings, Inc. (NYSE: ENR) is one of the world's largest manufacturers and distributors of alkaline and lithium primary batteries, specialty and rechargeable batteries, and flashlights. Energizer is a global leader in the dynamic business of providing portable power. For more information on Energi To Go products, visit http://www.EnergiToGo.com.

iPod is a registered trademark of Apple Computer, Inc.

Nokia, Motorola, Sprint, LG, Samsung, Razr, Blackberry, and Palm Treo are trademarks of their respective owners.

SOURCE Energizer

CONTACT: Bob Rybarczyk for Energizer, +1-314-552-6731, brybarczyk@webershandwick.com; or Jackie Burwitz of Energizer, +1-314-985-2169, jacquelinee.burwitz@energizer.com