Energizer® Sponsors FIRST® Championship, Promoting Science and Technology to Students

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Support includes Scientist Participation; Energizer Bunny Makes Special Appearance

ST. LOUIS, April 7, 2015 /PRNewswire/ -- To help engage youth in science and technology education, *Energizer Household Products*, a division of Energizer Holdings, Inc. (NYSE: ENR), is sponsoring the *FIRST*® Championship taking place in St. Louis on April 22-25, 2015.

FIRST, or *For Inspiration and Recognition of Science and Technology*, was founded in 1989 to inspire interest in science, technology, engineering and math (STEM) education and careers among students ages six to 18, by engaging them in exciting mentor-based robotics programs. These innovative programs also help students build valuable life skills such as self-confidence, communication, and leadership.

The 2015 *FIRST*® Robotics Competition **(FRC®)** game is called RECYCLE RUSH℠. Each year, teams of high-school students design, build, program and test their robots to meet the season's new engineering challenge. The recycling theme includes game pieces that are reusable or recyclable at the end of the season.

"It is awe-inspiring to see the passion these students have for science and technology. *Energizer's* future innovators and inventors just might be one of these students," said Michelle Atkinson, Chief Marketing Officer for *Energizer*. "We are combining the high-quality performance of our products with partnerships and programs that help make a positive impact on the world. And with the launch of *Energizer* EcoAdvanced™, the world's first AA battery made with four percent recycled batteries, we couldn't be more excited that the 2015 *FIRST* Robotics Competition season has a recycling theme."

As a *FIRST* Championship sponsor, *Energizer's* support includes offering insights and access to *Energizer* scientists at its booth, powering the event's charging stations, and hosting a fun, educational hands-on area for students. The iconic *Energizer* Bunny will make a special appearance at the event in front of thousands of students, parents, coaches, mentors, volunteers, and guests. *Energizer* scientists also are serving as judges for the *FIRST* competition.

"*FIRST* is happy to have *Energizer's* support and participation as a sponsor of our annual Championship event," said Donald E. Bossi, *FIRST* President. "We appreciate their passion for the *FIRST* mission and look forward to having *Energizer* scientists lend their expertise as *FIRST* judges and *Energizer* employees offering support as volunteers at the *FIRST* Championship event."

Energizer's support of *FIRST* is the latest demonstration of the company's commitment to performance and responsibility. It is also fitting as *Energizer* EcoAdvanced is another in a long line of innovative "firsts" from *Energizer* in the battery category. *Energizer* EcoAdvanced is *Energizer's* highest-performing alkaline battery and powers consumers' most critical devices while creating less impact on the planet by requiring less mining of virgin material and reducing the amount of batteries consumers need to power their devices resulting in less waste.

Energizer is committed to bringing positive energy to the world by creating less waste. *Energizer* EcoAdvanced is the first step in creating value for recycled battery material, which until today has had little or no economic value. "Our future innovations will continue to reduce the impact *Energizer* batteries have on the planet. By 2025, our vision for *Energizer* EcoAdvanced is to increase the amount of recycled battery material ten-fold to 40 percent," said Atkinson.

About Energizer®

Energizer Holdings, Inc. [NYSE: ENR], headquartered in St. Louis, MO, is one of the world's largest manufacturers of primary batteries, 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®* brand battery products, *Energizer®* MAX® premium alkaline; *Energizer® Ultimate Lithium*; *Energizer® Advanced Lithium*; Rechargeable batteries and charging systems; and portable flashlights and lanterns. Visit **www.energizer.com**.

About *FIRST®*

Accomplished inventor Dean Kamen founded *FIRST®* (For Inspiration and Recognition of Science and Technology) in 1989 to inspire an appreciation of science and technology in young people. Based in Manchester, N.H., *FIRST* designs accessible, innovative programs to build self-confidence, knowledge, and life skills while motivating young people to pursue opportunities in science, technology, and engineering. With support from over 200 of the Fortune 500 companies and more than $20 million in college scholarships, the not-for-profit organization hosts the *FIRST®* Robotics Competition (FRC®) for students in Grades 9-12; *FIRST®* Tech Challenge (FTC®) for Grades 7-12; *FIRST®* LEGO® League (FLL®) for Grades 4-8; and Junior *FIRST®* LEGO® League (Jr.FLL®) for Grades K-3. Gracious Professionalism® is a way of doing things that encourages high-quality work, emphasizes the value of others, and respects individuals and the community. To learn more about *FIRST*, go to **www.usfirst.org**.

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