

Energizer to Unveil a New Zinc Air Battery Form at CES

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Energizer(R) will introduce Zinc Air Prismatic as an exciting power solution for smaller and thinner electronics

ST. LOUIS, Dec. 8 /PRNewswire-FirstCall/ -- At this year's Consumer Electronics Show, Energizer will be unveiling a new battery to power future devices. The Energizer Zinc Air Prismatic battery will offer OEMs greater design flexibility, while providing greater run times and enabling smaller devices.

Zinc Air Prismatic batteries will offer high energy density as well as a thin form factor. Product innovations to be unveiled to OEMs at CES have resulted in the highest energy density of any consumer portable power solution (either disposable or rechargeable) with up to three times (3X) more runtime compared to similarly sized alkaline or lithium ion batteries.

Energizer will be showcasing the new and innovative battery to OEM designers who are raising the bar for smaller, lighter and thinner devices. The new form is the result of several years of work with OEMs to refine this battery technology for use in a variety of portable consumer electronic devices.

Media and OEM designers interested in learning more about Energizer Zinc Air Prismatic at CES should call Stevie Lewis at 314-852-3293 to schedule a briefing in the Energizer meeting room in the North Hall of the Convention Center.

About Energizer:

Energizer Holdings, Inc. (NYSE: ENR), <http://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; and miniatures brand batteries.

The Energizer product line also includes specialty batteries for hearing aids and medical devices, as well as for keyless remote entry systems, toys and other uses. Through its flashlight unit, Energizer brings innovation to this important household device. Energizer continues its role as a technology leader with Energizer(R) Energi To Go(R), a portable battery-driven power packs for cell phones.

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