

# New York City Fire Deaths Are Tragic Reminder of the Important Message to 'Change Your Clock Change Your Battery(R)'

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ST. LOUIS, March 9, 2007 /PRNewswire via COMTEX News Network/ -- A home fire this week in New York's borough of the Bronx resulted in the deaths of eight children and one adult. It was a tragedy that could have possibly been avoided if they had been given enough early warning to escape. Unfortunately, firefighters discovered two smoke detectors but neither had working batteries to power them.

To aid the New York Fire Department as they respond to the need for smoke detector batteries in the city's low-income neighborhoods, Energizer is donating 25,000 batteries to the FDNY Foundation.

As families across the nation turn their clocks forward on Sunday for the beginning of Daylight Saving Time, the International Association of Fire Chiefs and Energizer(R) are urging them to take a moment to think about the importance of fire safety.

The move up also gives everyone a chance to get a head start on the Change Your Clock Change Your Battery(R) program by using the day to assure they have working smoke detectors in their homes. In doing so, they can cut their risk of dying in a home fire in half, say the campaign sponsors, the International Association of Fire Chiefs (IAFC), Energizer(R) Max(R) brand Batteries and more than 5,800 fire departments nationwide.

A simple habit can save a life

Each year approximately 1,000 children under the age of 20 die in house fires -- an average of nearly three children each day. The beginning of Daylight Saving Time, when most people in the country change their clocks, is a great time to also change smoke alarm batteries.

Although 96 percent of American homes have smoke alarms, 23 percent do not have at least one smoke alarm that works, mostly due to worn or missing batteries. That means as many as 26 million homes are at risk for home fire fatalities due to non-working smoke alarms.

"Fire fatalities most often occur when families are sleeping. Many people believe they will awaken from the smell of smoke. Unfortunately by the time people actually smell the smoke, it is often too late," says Chief Jim Harmes, president of the IAFC. "A working smoke alarm can provide critical extra seconds many people need to safely get out of a fire. We have been saying it for 20 years now, but that simple act of changing smoke alarm batteries is truly a lifesaver."

20 years of saving lives

Twenty years ago, the IAFC and Energizer(R) recognized a disturbing trend -- despite widespread use of smoke alarms, the number of home fire deaths and injuries continued to increase. Research showed non-working smoke alarms were often responsible.

The Change Your Clock Change Your Battery(R) program was created out of this concern in 1987. The Home Depot(R) is joining Energizer to help spread this life saving message.

To make the life saving habit easier for consumers, The Home Depot will have special displays for smoke detectors and batteries.

With their help and through the activities of more than 5,800 fire departments nationwide, the Change Your Clock Change Your Battery message reaches millions of children, senior citizens, and families in communities nationwide.

"Though the date of Daylight Saving Time may have changed, one thing remains the same -- working smoke alarms can help save lives," says Jeff Ziminski, vice president of marketing at Energizer. "For the last two decades, in tandem with the IAFC and local fire departments nationwide, we have worked really hard to help reduce home fire casualties through public education about the importance of home smoke alarms and proper smoke alarm maintenance."

Five common reasons home smoke alarms do not function properly

- Battery has not been replaced in a timely fashion.
- Battery has been removed for use in another device such as a toy.
- Battery has been removed due to "chirping sound," which actually indicates the battery needs to be replaced!
- Smoke alarm has not been cleaned regularly.
- Smoke alarm is aged and possibly contains outdated parts or technology.

Each of these reasons is easily remedied by either simply replacing the smoke alarm battery and/or the actual smoke alarm.

About the International Association of Fire Chiefs

The IAFC is a non-profit association representing nearly 13,000 chief fire officers and emergency services leaders worldwide. Its members are the world's leading experts in fire fighting, emergency medical services, terrorism response, hazardous materials spills, natural disasters, search & rescue, and public safety legislation. The organization champions fire safety and prevention through efforts such as Change Your Clock Change Your Battery(R).

#### 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) e(2)(R) Lithium(R) and Energizer(R) e(2)(R) Titanium Technology(R) performance brands; 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 as it launches Energizer(R) Energi To Go(R), portable battery-driven power packs for cell phones.

#### Home Depot

The Home Depot(R) is the world's largest home improvement specialty retailer, with 2,159 retail stores in all 50 states, the District of Columbia, Puerto Rico, U.S. Virgin Islands, 10 Canadian provinces, Mexico and China.

Through its HD Supply(SM) businesses, The Home Depot is also one of the largest diversified wholesale distributors in the United States, with nearly 1,000 locations in the United States and Canada offering products and services for building, improving and maintaining homes, businesses and municipal infrastructures.

In fiscal 2005, The Home Depot had sales of \$81.5 billion and earnings of \$5.8 billion. The Company employs approximately 355,000 associates and has been recognized by FORTUNE magazine as the No. 1 Most Admired Specialty Retailer and the No. 13 Most Admired Corporation in America for 2006. The Home Depot's stock is traded on the New York Stock Exchange and is included in the Dow Jones industrial average and Standard & Poor's 500 index.

#### SOURCE Energizer Holdings, Inc.

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