ENERGIZER Keeps Consumers Charged Up with Expanded Line of Portable Power Products

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New Universal USB Chargers and Single Zone Inductive Charger Now Available

ST. LOUIS, Oct 10, 2011 (BUSINESS WIRE) --

Staying powered-up has become absolutely critical to our daily lives, and *Energizer*continues to expand its portfolio to satisfy consumers' ongoing demand for power. The company has just announced a comprehensive new line of *Energizer*(R) Universal USB Chargers and Cables and the addition of the *Energizer*(R) Single Zone Inductive Charger to the suite of Qi-enabled products launched last year.

"We know consumers rely on devices like smart phones and tablets in a variety of different places and for different reasons, so we're delivering a range of options that suit different devices, lifestyles and needs," says Michelle Atkinson, Vice President of Marketing for North America. "Along with our enormously popular line of *Energizer*(R) Energi To Go(R) power packs, consumers can enjoy a new inductive charger in our suite of Qi-enabled products, and a selection of universal USB accessories that we think can really help make people's lives better at work, home or on the go."

Universal USB Chargers Make Any Outlet a Charging Station

Energizer(R)Universal USB Wall and Car Chargers are the must-have accessories today because they provide convenient charging of one or more devices from any standard wall outlet or from a vehicle's DC outlet. They're compact - the wall charger has a fold down plug and is smartly designed so that it will not block the second outlet - and they're also affordable enough to place in multiple locations. They're each available at two power levels: one for devices up to 5 Watts such smartphones, MP3 players and other 5W devices; one for the 10 Watt power needs of the iPad(R)

The *Energizer*(R) USB Chargers work with the USB cables that already come with smartphones, MP3 players and other handheld electronics. But, since many consumers also like to keep a cable at work, in a suitcase or in the car, *Energizer* is also offering full range of charging cables: the *Energizer*(R) Micro and Mini USB Charging Cables, which are compatible with your USB-powered devices, and the *Energizer*(R) Dock Connector USB Cable made for the iPad(R), iPhone(R) and iPod(R).

"Our insight into what consumers want and need in USB accessories resulted in smart designs and packaging that we think they'll appreciate. They can feel confident that product performance will be exactly what one would expect from the *Energizer*(R) brand: top-notch," adds Atkinson.

MSRPs range from $9.99 to $24.99.

Charging Ahead with Qi

Adoption of Qi (pronounced "chee") as the universal charging standard is gaining momentum as additional Wireless Power Consortium (WPC) members introduce Qi-compatible devices. As with other standards that are common across brands - such as Wi-Fi and Bluetooth technologies - Qi enables chargers and devices to communicate with one another, regardless of manufacturer.

Energizer, the first to bring a full suite of Qi-certified products to market for convenient, cord-free charging, is now offering a single-zone version of the *Energizer*(R) Inductive Charger. The company also recently introduced a Qi sleeve for the popular iPhone(R) 4 and others are joining the ranks. Qi-compatible accessories are now available for the Samsung(R) DROID Charge™, HTC Thunderbolt™, and the LGRevolution™ is coming soon.

The *Energizer*(R) Single Zone Inductive Charger, a smaller version of the original which debuted in fall 2010, features a slim-line rectangle design with one charging area that can power any Qi-compatible device up to 5 Watts. This powerful, but compact, wireless charger is a great addition for wireless charging enthusiasts who prefer to have multiple charging stations in their home or perfect for those who have smaller surface spaces, or those taking the first step in to wireless inductive charging.

The dual-zone *Energizer*(R) Inductive Charger - which was named a CES Innovations 2011 Design and Engineering Award Honoree in the Portable Power category -- features two large charging zones that don't require locking the device into a precise position, and a USB port to charge a third device.

MSRP: Dual Zone Charger/$89.00; Single Zone Charger/$54.99
Energizer(R) Inductive Charging Sleeve for iPhone(R) 4 and iPhone(R) 3GS/3G *Energizer*(R) Inductive Charging Door for BlackBerry(R) Curve(TM) 8900 (MSRP: $34.99)
Energizer portable power products are available on Amazon.com.

The company will demonstrate portable power products at
MobileFocus during CTIA Wireless on Tuesday, October 11 at the
San Diego Marriott Marquis & Marina
7:00 to 10:00 p.m

About Energizer

Energizer Holdings, Inc. [NYSE: ENR], headquartered in St. Louis, Mo., is one of the world's largest manufacturers of primary batteries, portable battery-powered devices, and 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*$_{(R)}$ brand battery products*Energizer*$_{(R)}$ MAX$_{(R)}$ premium alkaline; *Energizer*$_{(R)}$ *Ultimate Lithium*; *Energizer*$_{(R)}$*Advanced Lithium*; Rechargeable batteries and charging systems; and portable flashlights and lanterns.

Energizer continues to fulfill its role as a technology innovator by redefining portable power solutions to meet people's active lifestyle needs for today and tomorrow with *Energizer*$_{(R)}$ Energi To Go$_{(R)}$ chargers for rechargeable portable devices; charging systems for wireless video game controllers; and specialty batteries for hearing aids, health and fitness devices, as well as for keyless remote entry systems, toys and watches. *Energizer* is redefining where energy, technology and freedom meet to bring to market consumer-focused products that power the essential devices that help people stay connected and on the go at work and at play. Visit **www.energizer.com**, **www.facebook.com/energizerbunny or www.facebook.com/energizer.**

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