Energizer Introduces Zero Mercury(TM) Hearing Aid Batteries

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Product debut comes two years ahead of industry commitment to eliminate mercury

ST. LOUIS, Oct. 20 /PRNewswire-FirstCall/ -- Energizer Battery has announced, that beginning this month, the company is replacing its current high-performing hearing aid batteries with equally-performing zero-mercury batteries. Energizer is the only battery manufacturer in the world to sell a zero-mercury hearing aid battery to consumers. This development comes more than two years ahead of the National Electrical Manufacturers Association's (NEMA) commitment to eliminate mercury from button cell batteries by June 30, 2011. Energizer estimates that if all manufacturers were able to follow their lead, several tons of mercury could be removed from hearing aid batteries each year.

Currently, all other zinc air hearing aid batteries sold in the U.S. contain mercury. Through a combination of new product designs, purer raw materials and new manufacturing processes, Energizer's R&D scientists have developed batteries that can now be produced without added mercury. After more than a decade of development and extensive testing, the new zero-mercury product will be widely available throughout the U.S. beginning in October.

"We are delighted to be able once again to move the battery industry forward with a development that will have positive implications for consumers and the environment," said Stacey Harbour, director of Specialty Batteries for Energizer. "And it is especially important to continue to improve our products in ways that help power people's life-enhancing devices, such as hearing aids."

In 1990 Energizer was the first battery maker to remove mercury from household batteries. With the announcement of its zero mercury hearing aid batteries, Energizer will once again lead the industry in mercury elimination and responsible product development. In addition to developing a battery that is better for the environment and for U.S. consumers, Energizer's research and development team also has been able to enhance product consistency.

"While the mercury in hearing aid batteries has been trace and non-harmful within the small battery cell, consumers across the country are looking to make positive impacts on the planet through small steps," said Stacey Harbour, director of Specialty Batteries for Energizer. "With this product development, consumers and our company are taking small steps towards bigger positive changes."

Facts about hearing loss from the Hearing Loss Association of America:

- While more than 30 million Americans currently experience hearing loss, a mere one out of five people who could benefit from hearing aids are wearing them.
- People with hearing loss wait an average of seven years before seeking help.
- Hearing aids can help 95 percent of people with hearing loss.

For additional information on hearing health and fitness tips, or to learn more about Energizer's "KEEP GOING(R). Live Healthy" program, visit http://energizer.com/livehealthy.

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 and Energizer(R) Advance Lithium 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.

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