

The International Association of Fire Chiefs and Energizer Announce New Program to Keep People Safe During Spring Storm and Hurricane Season

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The Power Through It All(TM) Preparedness Program Recommends Preparing Emergency Power Kits and Using Flashlights Instead of Candles When People Lose Electricity as a Result of Storms

ST. LOUIS, MO, Feb 17, 2009 (MARKET WIRE via COMTEX) -- As the spring and summer storm and hurricane season approaches, the International Association of Fire Chiefs (IAFC) and Energizer (NYSE: ENR) want to help families be prepared for anything Mother Nature throws their way, especially power outages. Power outages can put families at risk of potentially harmful, even deadly outcomes. A simple way to prepare for inconvenient and unavoidable power outages is by having an emergency power kit ready before the blackout occurs. Through the new initiative, Power Through It All(TM), Energizer and the IAFC provide tips for building a complete power kit and ways for families to stay powered and connected.

On March 8, 2009, when the majority of our country moves their clocks forward for Daylight Saving Time, the IAFC, Energizer and 6100 local fire departments urge us to get our families ready by preparing Power Through It All(TM) emergency power kits. These kits will work to provide families with the ability to stay safe and connected during power outages. In addition, the International Association of Fire Chiefs and Energizer remind us to resist the urge to light a candle when the power goes out and use flashlights instead.

"An emergency power kit can literally be a beacon of light in a storm," says Chief Larry J. Grorud, CFO, MIFireE, and president of the International Association of Fire Chiefs. "Through the Power Through it All program, we are reminding families to stay prepared for blackouts by preparing emergency power kits that include flashlights for every member of the family, battery-operated radios, portable cell phone chargers and extra batteries."

"There is peace of mind in lighting the room, knowing you can stay in touch by charging your cell phone and tracking the progress of the storm by radio. A well-stocked power kit can help a family do all those things," said Betsy Laakko, Director of marketing for Energizer.

Important Tips for Building a Power Through It All(TM) kit:

- Put the Power Through It All(TM) kit in a location that is easily accessible to every family member.
- Include at least one flashlight for every member of the household, such as a Compact LED Flashlight.
- Include a battery-powered lantern for illuminating larger spaces and rooms.
- Include a battery-operated weather radio to track the storm.
- Include extra batteries in a variety of cell sizes, such as Energizer(R) MAX batteries (AA, C, D) for extended power outages, along with extra batteries for critical care devices like hearing aids and glucose monitors.
- Include battery-operated cell phone chargers like an Energizer(R) Energi To Go(R) to keep your family connected during severe weather.
- Include Energizer(R) Ultimate Lithium batteries to power high drain devices like cell phone chargers. Lithium batteries have a longer storage life and perform well in extreme temperatures.
- Each year, when you change your clock in the spring, check the batteries in your flashlights and emergency power kit.

Why Flashlights Instead of Candles:

On average, one home fire caused by candles is reported every 34 minutes. Therefore, the IAFC and Energizer are encouraging families to use only battery-operated lighting devices when a power outage occurs.

According to the National Fire Prevention Association, candles are the third leading cause of injuries from home fires, following cooking and heating. The simple step of making sure the batteries are fresh in your flashlights and lanterns when moving the clocks forward this spring, as well as preparing an emergency power kit, could save your family's life.

"All too often, home fires are ignited by candles used for light when the power goes out," says Chief Grorud. "It's very important to have flashlights and backup batteries on hand during power outages. They are always safer than candles in these situations and can significantly reduce a family's risk of injury."

"Over the years we've heard from countless firefighters about the need to educate people about the dangers of using candles during power outages," said Laakko. "We are so pleased to be able work with our partners in the IAFC to help local firefighters keep their communities safe."

Keep Safe. Keep Going(R)

Power Through It All(TM) is part of the Energizer year-long family preparedness program, Keep Safe. Keep Going(R) which also includes the Change Your Clock Change Your Battery(R) program in the fall.

The Change Your Clock Change Your Battery(R) program was started in 1987 by Energizer and the International Association of Fire Chiefs as a way to remind people to change the batteries in their smoke alarms and carbon monoxide detectors when they change their clocks back to Standard Time in the fall.

For a complete list of tips for preparing for storms and important home fire safety tips, visit the Keep Safe. Keep Going(R) website, www.energizer.com/preparedness.

About the International Association of Fire Chiefs

The International Association of Fire Chiefs (IAFC), <http://www.iafc.org>, headquartered in Fairfax, Va., represents the leadership of over 1.2 million firefighters and emergency responders. The organization champions fire safety and prevention through efforts such as the Change Your Clock Change Your Battery(R) program. IAFC members are the world's leading experts in firefighting, emergency medical services, terrorism response, hazardous materials spills, natural disasters, search and rescue and public safety legislation. Since 1873, the IAFC has provided a forum for its members to exchange ideas and uncover the latest products and services available to first responders. The IAFC's mission is to provide leadership to career and volunteer chiefs, chief fire officers, company officers and managers of emergency service organizations throughout the international community through vision, information, education, services and representation to enhance their professionalism and capabilities.

About Energizer

Energizer Holdings, Inc. (NYSE: ENR), 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.

The Energizer(R) product line also includes specialty batteries for hearing aids, health and fitness devices, as well as for keyless remote entry systems, watches and other uses. Through its flashlight and lighting products unit, Energizer helps bring consumer insight and innovation to these important household devices. Energizer continues its role as a technology leader with Energizer(R) Energi To Go(R), portable battery-powered chargers for cell phones.

*Statistics provided by the National Fire Protection Association

To view a media-rich version of this release, go to:
<http://www.pwrnewmedia.com/2009/energizer021109/index.html>.

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