The Energizer Bunny® Gets His Groove Going With New Mobile Ad

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Energizer Embraces New Mobile Marketing Strategy as the Rock Star Spirit of the Energizer Bunny® Makes Its Way Onto Mobile Devices in the Name of the VH1 Save The Music Foundation

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The Energizer Bunny® is drumming and rocking his way onto mobile devices everywhere thanks to a new mobile marketing ad campaign on Apple's iAd Network. iAd is Apple's mobile advertising platform, reaching millions of iPad, iPhone and iPod touch users right in their favorite apps. By leveraging iAd, *Energizer* is reaching new and more relevant audiences to help further awareness of their partnership with the VH1 Save The Music Foundation. *Energizer* is helping the Foundation restore instrumental music education in America's public schools with a $250,000 donation, including grants of donated instruments to eight schools in need around the country.

The "Unleash Your Inner Rock Star" iAd, which was developed by TBWA\Chiat\Day Los Angeles, takes an interactive approach to informing consumers about the partnership. The ability to truly interact with the Energizer Bunny®, a national icon, makes this ad unique.

By utilizing the accelerometer on the iPhone and iPod touch, consumers can recreate rock star moves like the windmill on guitar and hit the cymbals on a drum set. *Energizer* believes Apple iAd offers a unique way to reach consumers and let them know about its commitment to reputable organizations with positive causes like the VH1 Save The Music Foundation.

"The iAd lets mobile phone users experience the *Energizer* brand in a new way," said Serge Traylor, Marketing Communications Manager for *Energizer* North America. "By focusing on mobile we can provide entertainment and information to people anywhere, not just when they are seated at their computer, and we're excited to let our unstoppable icon interact with consumers in new and different ways to deliver this information."

In addition to powering music education in America's public schools, *Energizer* is also powering Americans' playlists. Right now in stores, specially-marked *Energizer*® products contain a special code so when someone buys three participating products, he or she can go online to **www.nowthatspositivenergy.com/music** and redeem the codes for a $10 iTunes Gift Card. The iAd includes a "where to buy" map that shows the location of stores carrying the specially-marked *Energizer*® products.

"We're very proud of our efforts with the VH1 Save The Music Foundation," said Michelle Atkinson, Vice President of Marketing for *Energizer*North America. "And if we're going to power music education and playlists, it made sense to let people know about the program on their iPhone or iPod touch, the very devices where music is consumed. Using this platform to communicate our positive message was a perfect fit for a program."

Atkinson added the iAd fit nicely into its overall marketing strategy for the year. Mobile advertising is a growing focus for *Energizer* as it aims to reach consumers where they are spending a lot of time - on their mobile phones. *Energizer* views this iAd as a great way to test the waters in the mobile space; the data collected from the iAd will be analyzed for future mobile marketing decisions.

To view a video demonstration of the iAd, visit **http://www.youtube.com/watch?v=08Tpf6L8nVc**.

For More Information

For more information on the *Energizer* partnership with the VH1 Save The Music Foundation, visit **www.nowthatspositivenergy.com/music** or **www.facebook.com/energizerbunny** and click on the VH1 Save The Music tab.

For more information on the VH1 Save The Music Foundation, visit **www.vh1savethemusic.com**.

About *Energizer*

Energizer Holdings, Inc. (NYSE: ENR), headquartered in St. Louis, MO, is one of the world's largest manufacturers of primary batteries, 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*® brand battery products *Energizer*® MAX® premium alkaline; *Energizer*® *Ultimate Lithium*; *Energizer*® *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*® Energi To Go® 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**.

About VH1 Save The Music Foundation

The VH1 Save The Music Foundation is a nonprofit organization dedicated to restoring instrumental music education programs in America's public schools, and raising awareness about the importance of music as part of each child's complete education. To date, VH1 Save The Music has provided more than $47 million in new musical instruments to 1,750 public schools in more than 100 cities around the country, impacting the lives of over 1.6 million children. The 2012 Ambassador Class - dedicated to raising awareness and funds to benefit The Foundation - includes: Amber Riley, Ciara, Jewel, John Legend, John Mayer, Kristin Chenoweth, Lifehouse and Sara Bareilles. Get involved at **www.vh1savethemusic.com** and follow us on twitter **@vh1savethemusic**.

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