New Lithium Battery From Energizer Fuels Gamers and High-Tech Device Users

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Energizer(R) Advanced Lithium Serves as Gateway to Lithium Technology and Performance; Provides More Power for High-Tech Devices

ST. LOUIS, Aug. 18 /PRNewswire-FirstCall/ -- Consumers looking for a long-lasting battery to reliably power wireless gaming accessories, digital cameras, hand-held games or MP3 players, need not look further. Introducing Energizer(R) Advanced Lithium (http://www.energizer.com/Pages/default.aspx), a new product that serves as the gateway to lithium technology and performance, and the latest lithium battery offering from Energizer Holdings, Inc. (NYSE: ENR).

(Logo: http://www.newscom.com/cgi-bin/prnh/20080818/AQM038LOGO)

Energizer(R) Advanced Lithium batteries provide more power for those must-have electronic gadgets. Whether working on an extended guitar riff or playing the latest video game using a favorite wireless remote, new Energizer(R) Advanced Lithium batteries last up to 20 hours longer* and weigh 33 percent less than standard alkaline batteries. Ideal for photographers of all skill levels, Energizer(R) Advanced Lithium lasts up to 4X longer** in digital cameras and performs well in extreme temperatures from -40 degrees to 140 degrees Fahrenheit (-40 degrees to 60 degrees C).

"We expect Energizer(R) Advanced Lithium to appeal to active gamers, music lovers and others who want to enjoy the benefits of our industry-leading lithium technology," said Betsy Laakko, Director of Battery Marketing for Energizer. "Whether playing a video game, photographing a special memory or listening to music, using Energizer(R) Advanced Lithium will ensure that the fun lasts and lasts."

Energizer successfully hit the road this summer traveling with Rock Band to state fairs and festivals across the country. To kick off its introduction of Energizer(R) Advanced Lithium, Energizer will partner with the forthcoming Rock Band 2 and encourage fans with special in-store promotions and coupons inside the game box.

Energizer(R) Advanced Lithium joins the company's existing Energizer(R) Ultimate Lithium and Energizer(R) Rechargeable(R) in the performance battery segment.

Formerly known as Energizer(R) e2(R) Lithium(R), Energizer(R) Ultimate Lithium is the world's longest-lasting AA and AAA battery for high-tech devices. These batteries last up to 8X longer** in digital cameras and also extend the usage of flash units, handheld GPS units and the playing time for MP3 players and CD players. In addition, the batteries share the same lightweight and supreme performance in extreme temperatures as Energizer(R) Advanced Lithium.

"Between Energizer(R) MAX(R), the new Energizer(R) Advanced Lithium and the popular Energizer(R) Ultimate Lithium, our consumers now have a clearer understanding of the portable power options available to them and can purchase the battery that best suits their power needs," said Laakko.

Energizer(R) Advanced Lithium will be available in stores in mid-August with a suggested retail price of $7.99 for a four-pack.

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; Energizer(R) Advanced Lithium and Nickel Metal Hydride (NiMH) Rechargeable batteries and chargers.

The Energizer product line also includes specialty batteries for hearing aids and medical devices, 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 for on-the-go lifestyles with its Energizer(R) Energi To Go(R) line of portable battery-driven power packs for cell phones and for use with iPod(R) devices.

* Versus Energizer(R) MAX(R). Results vary by play and/or usage patterns.

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