

Gold-Star Marine Mom and Founder of Program to Fund Care Packages for Troops Named Winner of Keep Going(R) Award

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Online Vote Selects 'Mama Dee', Founder of 'Lea's Prayers & Postage', to Join Cal Ripken, Jr. as the Fifth Inductee into the Energizer Keep Going(R) Hall of Fame

ST. LOUIS, Sept. 3 /PRNewswire-FirstCall/ -- Dee Mills became a gold star mother when her Marine son, Lea, was killed while serving in Iraq. Her unimaginable loss and her son's heroic service inspired Dee to establish Lea's Prayer & Postage, becoming a hero herself to many serving overseas. Dee says, "Once a Marine Mom, always a Marine Mom," and since then has dedicated herself to helping military men and women. Through Lea's Prayers & Postage, Dee has made it her mission to help fund postage for care packages shipped to the troops. "Mama Dee", as she is affectionately referred to, believes it is unacceptable that there is even the slightest possibility a care package might not make it to the troops because of cost. Her energy is boundless as she creatively finds ways to fund her program. With Dee at the helm of "Lea's Prayers & Postage," thousands of packages have been shipped to loved ones serving our country.

For her perseverance and dedication, Dee Mills has been selected as the fifth inductee in the Energizer *Keep Going(R)* Hall of Fame, and on September 3, 2009 in St. Louis, MO will join the ranks of previous inductees Cal Ripken Jr., John O'Leary of St. Louis, MO, Melanie Goldish of Chicago, IL and Ron Bachman of Plymouth, MI.

"I'm honored to be included in the Energizer *Keep Going* Hall of Fame alongside someone like Dee Mills," said Ripken, Jr. "The Energizer *Keep Going(R)* Hall of Fame celebrates the best in all of us and I salute her."

Out of ten finalists, Dee was selected by a public online vote at www.energizer.com/halloffame, as this year's inductee into the Energizer *Keep Going* Hall of Fame, established to honor everyday people who best embody the characteristics of endurance and the power to never quit, like the Energizer Bunny(R) and the batteries he represents. Each online vote triggered a donation to the Cal Ripken, Sr. Foundation, raising \$10,000 for the organization Ripken, Jr. founded in honor of his father.

"All the nominations we received were truly inspirational, but Dee's story obviously stood out for those who visited the Energizer *Keep Going*(R) Hall of Fame online," said Betsy Laakko, Director of Marketing for Energizer. "We're proud to have her as part of the Energizer *Keep Going* Hall of Fame - she truly represents the qualities we all so admire in the *Energizer Bunny*."

As the winner, Mills will receive a \$10,000 cash award and a \$5,000 donation to help her program, "Lea's Prayers & Postage." She will also participate in a special induction ceremony at the Company's world headquarters in St. Louis, MO on September 3, 2009.

2009 Energizer(R) Keep Going(R) Hall of Fame Finalists

(Full finalist stories available on www.energizer.com/halloffame)

Dane Rauschenberg, Salt Lake City, UT - Has run 100 marathons, including 52 consecutive weekly marathons in one year for charity

Jenessa Largent, White Bear Lake, MN - Created "Harms Way for Kids" to support the military

Kelly Behlmann, St. Peters, MO - Founded the Disabled Athletes Sports Association (DASA)

Lisa De Flora, Lincoln Park, NJ - Started a school for children with autism

Anthony Leanna, Suamico, WI - Founded "Heavenly Hats" for cancer and medical patients

Chris McCoy, Battle Creek, MI - Started "New Level Sports" for inner city youth

Karen Shirk, Xenia, OH - Created 4 Paws for Ability, a support dog training organization

Tim White, Huntington, WV - Helps disadvantaged and at-risk youth

Terry Richard, Nashville, TN - Creator of the "Dream Center" to provide interview clothing for homeless

Energizer(R) Keep Going(R) Hall of Fame Background

The Energizer(R) Keep Going(R) Hall of Fame kicked off in February of 2006 by naming Cal Ripken, Jr., as the first honorary inductee. With Ripken's help, Energizer issued a call for entries of people who display the same traits as the Energizer Bunny(R) - determination, perseverance and a never quit attitude. Now in its fourth year, more than 1,000 people from all across the country were nominated for this prestigious award. A panel of judges reviewed the nominations and selected 100 semi-finalists. Ten finalists were then selected and featured on www.energizer.com/halloffame where the public voted for its favorite Energizer Keep Going Hall of Fame candidate.

About Cal Ripken, Jr.

Cal Ripken, Jr. is baseball's all-time IronMan. He retired from baseball in October, 2001 after 21 seasons with the Baltimore Orioles. His name appears in the record books repeatedly, most notably as one of only eight players in history to achieve 400 home runs and 3,000 hits.

In 1995, Ripken broke Lou Gehrig's record for consecutive games played (2,130) and voluntarily ended his streak in 1998 after playing 2,632 consecutive games. Although he finished his career at third base, this baseball Hall of Famer is still best known for redefining the position of shortstop. Ripken was often referred to as the Energizer Bunny(R) during his career and his name has become synonymous with strength, character, endurance and integrity. His philosophy of working hard, playing with passion and enjoying the game has made a tremendous impact on the sport and on fans everywhere.

About John O'Leary:

Inducted in 2006 with Cal Ripken, Jr. as the first member of the Energizer Keep Going(R) Hall of Fame, John was recognized for his ability to persevere through a life-threatening accident. At the age of nine, John was involved in an accidental fire, burning over 98 percent of his body and facing less than half a percent chance of living. Countless surgeries later, John was a survivor. Although the accident resulted in the loss of his fingers, John operates his own rehab business, participating in much of the work himself. A St. Louis University finance graduate, John is the proud husband and a father of two young sons. He is active as a Big Brother and a chaplain at Cardinal Glennon Hospital. Truly, he exemplifies perseverance and a never-quit attitude.

About Melanie Goldish:

In 2007, Energizer inducted Melanie Goldish of Chicago, Illinois, into the Energizer *Keep Going(R)* Hall of Fame. After facing the news that her own 6-year-old son was diagnosed with cancer, Melanie recognized that her younger son was struggling with the situation in a much different way. Wanting to help other children whose siblings have cancer, Melanie founded SuperSibs!, a nonprofit organization that supports brothers and sisters of children with cancer. Through SuperSibs!, Melanie's goal is to help kids redefine the "cancer sibling" experience by providing needed support services and by helping to draw out the important lessons that may benefit these "shadow survivors" later in their own lives. Her energy and dedication to her cause convey unwavering perseverance and determination.

About Ron Bachman:

Ron Bachman is the third inductee into the Energizer *Keep Going(R)* Hall of Fame, inducted in 2008. After the amputation of both his legs at the age of four, Bachman found freedom by walking on his hands. Now using a motorized scooter, he has grown to become a speaker and motivator to children and adults by founding "Walk This Way." This organization delivers self-esteem and motivational programs to schools so children can be inspired to overcome challenges and stay confident. He certainly demonstrates the spirit of the Energizer Bunny(R).

About Energizer:

Energizer Holdings, Inc. (NYSE: ENR), www.energizer.com, www.facebook.com/energizerbunny, 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.

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