Winter 2008: Record Snow Fall, Ice Storms, and Emergency Responders Scrambling

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Energizer(R) and Weather Expert Encourage Americans to Prepare for Winter Weather Before it Strikes

ST. LOUIS, Feb. 25 /PRNewswire-FirstCall/ -- Many areas of the country are experiencing record temperature lows and snow accumulations, and icy conditions can instantly turn into an emergency when downed trees cut power lines, when people need power the most. With winter storm season in full swing, Energizer today reminds Americans to prepare ahead of time and stay safe when winter weather strikes.

As part of the company's "Plan. Prepare. Protect.(R)" program, Energizer has partnered with severe weather expert John Van Pelt of the Storm Education Team, who offers the following tips to help families and individuals stay ahead of the storm and out of the cold this winter:

- Plan to stock up. "In addition to keeping flashlights, batteries and a radio handy, it's a good idea to keep an emergency kit in your home year-round with an additional supply of water, nonperishable food items and personal care items," said Van Pelt. "By thinking ahead before winter weather strikes, you can save yourself or family members from having to drive in slippery, dangerous conditions in search of these items."
- Prepare for winter travel. If you must drive in winter weather, be sure to keep items such as batteries, a flashlight, a blanket, extra gloves and even snow boots in your car or truck, along with water and nutrition bars in case you become stranded. Additionally, the Energizer(R) Energi To Go(R), Instant Cell Phone Charger is compact enough to store in a glove box and can give cellular phone users much- needed talk time in an emergency situation when a phone's battery dies. -- Protect your home and family during an outage. If the power goes out, avoid using candles, which cause an estimated 23,600 house fires annually in the United States(1). Instead, light up without flames by using battery-powered area lights, lanterns and handheld flashlights. The Energizer(R) Weather Ready(R) line of lights is specially designed for use during emergencies and severe weather conditions. Van Pelt recommends keeping at least one flashlight on every floor of the home and in each bedroom for easy access during an outage.
- Choose the right power in any temperature. Energizer(R) e2(R) Lithium(R) batteries perform in extreme temperatures, from -40 degrees F to 140 degrees F (-40 degrees C to 60 degrees C) and can be stored for up to 20 years, making them the ideal batteries for your home or car's emergency kit and the right power source for your family's preparedness devices.

"Preparedness is key," said Van Pelt. "When winter weather threatens, it's better to plan ahead to be safe and warm at home with loved ones, instead of out in the cold."

Energizer, a leader in dependable, portable power, offers a variety of essential items for home and mobile preparedness kits, many of which are designed especially for emergency situations. From Energizer(R) Weather Ready(R) lighting products that use brighter, more efficient and long-lasting LED bulbs, and the Energizer(R) Energi To Go(R) Instant Cell Phone Charger that can power calls home or even a call for help, to the Energizer(R) MAX(R), Energizer(R) e2(R) Lithium(R) and specialty batteries that power preparedness tools large and small, Energizer offers a variety of critical tools to help families stay safe in an emergency.

"We've all experienced power outages -- some can last for several days," said Betsy Laakko, director of marketing at Energizer. "And through our Plan. Prepare. Protect.(R) program, we are committed to helping families prepare for emergency situations."

About John Van Pelt

John Van Pelt is a storm expert, founder of the Storm Education Team and has been a trusted source for weather information to organizations such as the National Weather Service and the National Hurricane Center for more than two decades.

Based in Raleigh, N.C., the Storm Education Team is a personally-funded project with the goal of providing constant public awareness of severe weather threats to the citizens of the United States including flooding, thunderstorms, tornadoes, lightning, hurricanes and dangerous winter weather.

For additional information about the Storm Education Team, visit www.stormstudy.com.

About Plan. Prepare. Protect.(R)

Created in 2006, the Energizer Plan. Prepare. Protect.(R) program is an educational campaign designed to provide disaster preparedness information and supplies to American families, urging them to create a preparedness plan and set it into motion before disaster strikes. The program makes relevant safety messages available through a series of tips, materials, and tutorials in assembling preparedness kits, while bringing assurance and peace-of-mind to local residents through grassroots community events.

For additional information on Energizer(R) batteries, flashlights and products, and the Plan. Prepare. Protect. (R) program, visit www.energizer.com/preparedness.

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) e2(R) Lithium(R) and Energizer(R) e2(R) Titanium Technology(R) performance brands; 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 as it launches Energizer(R) Energi To Go(R), portable battery-driven power packs for cell phones, portable games and audio devices.

(1) National estimates are based on native version 5.0 data 2002-04 from the National Fire Incident Reporting System (NFIRS).

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