Energizer(R) All-in-One Auto Charger From Universal Power Group Wins Popular Mechanics 2010 Editors' Choice Award

01/12/10

Recognized Among Top 22 Products at 2010 International Consumer Electronics Show for Outstanding Product Design and Innovation

ST. LOUIS, MO, Jan 12, 2010 (MARKETWIRE via COMTEX) -- Energizer Holdings, Inc. (NYSE: ENR) and partner Universal Power Group, Inc. (NYSE Amex: UPG), a Texas-based distributor and supplier of batteries and related power accessories, today announced that the new Energizer(R) All-in-One Auto Charger was honored with the Popular Mechanics 2010 Editor's Choice Award. They join 22 other leading technology companies recognized by the magazine for introducing innovative new products at the International Consumer Electronics Show (CES), held Jan. 7-10 in Las Vegas. The technology editors of Popular Mechanics view the thousands of new products displayed at the show in order to select those that demonstrate outstanding design and innovation.

The Energizer All-in-One's evolutionary design is a marked improvement over traditional jump-starters. As the editors of Popular Mechanics note, "The Energizer All-in-One improves on the concept in two ways. First, it's versatile -- the same compact unit can power accessories and inflate an automotive tire. Secondly, it positively bristles with ergonomic, color-coded, user-friendly design. The All-in-One constitutes a $150 insurance plan against everyday automotive adversity."

Unlike traditional jump-starters, the All-in-One adds the functionality of an inverter to convert power from the vehicle's DC adapter to AC and USB outlets, as well as an air compressor, so tires can be inflated.

"After a year of hard work by our team at UPG and Energizer, we are honored to receive this recognition from Popular Mechanics' editors," said Ian Edmonds, president and CEO of UPG. "Given the number of products at CES, the fact that we stand among 22 companies highlighted by Popular Mechanics is a testament to our team and to partners like Energizer."

Danielle Kyriakos, director of new business development at Energizer, said, "We are pleased to be recognized for the innovative design of our Energizer All-in-One Charger. This is a great example of how we can work with partners such as UPG to bring innovative Energizer products to market that make people's lives easier."

The Energizer All-in-One, along with the complete line of Energizer jump-starters, inverters and maintainers, will be available through automotive, mass merchandise and other retailers beginning in the spring.

About Energizer

Energizer Holdings, Inc. (NYSE: ENR), headquartered in St. Louis, MO, is one of the world's largest manufacturers of primary batteries, portable battery-powered devices, and 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(R) brand battery products Energizer(R) MAX(R) premium alkaline; Energizer(R) Ultimate Lithium; Energizer(R) 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(R) Energi To Go(R) 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 Universal Power Group, Inc.

Universal Power Group, Inc. (NYSE Amex: UPG) is a leading supplier and distributor of batteries and power accessories, and a provider of supply chain and other value-added services. UPG's product offerings include proprietary brands of industrial and consumer batteries of all chemistries, chargers, jump-starters, 12-volt accessories, solar and security products. UPG's supply chain services include procurement, warehousing, inventory management, distribution, fulfillment and value-added services such as sourcing, battery pack assembly, coordination of battery recycling efforts, and product design and development. For more information, please visit the UPG website at www.upgi.com.

Forward-Looking Statements

Statements in this press release that are not statements of historical or current fact constitute "forward-looking statements." Such forward-looking statements involve known and unknown risks, uncertainties and other unknown factors that could cause the Company's actual operating results to be materially different from any historical results or from any future results expressed or implied by such forward-looking statements. In addition to statements that explicitly describe these risks and uncertainties, readers are urged to consider statements that contain terms such as "believes," "belief," "expects," "expect," "intends," "intend," "anticipate," "anticipates," "plans," "plan," to be uncertain and forward-looking. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in the Company's filings with Securities and Exchange Commission. Historical financial results are not necessarily indicative of future performance.

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