Energizer Redefines How People Live and Interact with Light

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Sophisticated Designs Paired with Advanced Technology Wow Consumers with New Ways to Enhance their Home with Light

ST. LOUIS, Oct 06, 2011 (BUSINESS WIRE) --

Energizer is lighting up our lives in a whole new way with the launch of its household lighting collections, featuring distinct styles with thoughtful design features and advanced technology. The *Glas* and *Edge* Collections are the first to launch in this new category for *Energizer,* and they just may transform how consumers think about how they light their homes now and in the future.

"Tremendous consideration went into the design, features and technology of each of our new lighting systems because we want people to truly experience how lighting can transform a mood, a room and a home," said Anne Bannister, General Manager, Strategic Ventures at *Energizer*. "We listened to what consumers want in light and combined that with technology they don't know is even possible, to create products that exceed their expectations."

The *Glas* Collection:Where Function and Form Shed New Light for Everyday Needs

The *Glas* Collection was created for those looking for functional design in a durable, long-lasting product. From practical choices that make every day living easier - including a task light, under cabinet light and path light - to decorative options to transform a home, such as the *Energizer*$_{(R)}$ Flameless Candles, each light is created with energy-saving features and practicality at the heart of every design.

The *Energizer*$_{(R)}$ *Glas* Flameless Candles cast a warm glow in any room with a natural flicker. The innovative design, unlike other flameless candles currently available, combines the candle and holder in one decorative light, adding a touch of traditional elegance to a home. Created with a clear-acrylic, round shade and matte black base that houses a convenient four-hour automatic timer, these classically-designed lights are available in two sizes - 4 and 6-inch heights. With no open flame and the most-advanced LEDs, these energy-efficient lights are safe to use around children and pets. Pricing from $19.99 to $21.99.

The *Energizer*(R) Task Light provides bright, directional lighting to illuminate work spaces such as a craft table, reading nook or any space where detail-orientated tasks are performed. The moveable shade and low/high settings provide the precise amount of light needed. This brilliant light will transform the way details such as color and contrast are seen. A sleek design including a slim black stand and clear acrylic shade make this polished lamp an enduring desk accessory. Available for $59.99.

The easy-to-install *Energizer*(R) Under Cabinet Light is a must-have accessory for a kitchen, garage or other areas where extra illumination is needed. Built with six long-lasting LEDs that flood an area with light, this functional light can work alone or connect up to seven units to brighten larger spaces. A do-it-yourselfer's dream, this under cabinet light comes complete with everything one needs to easily mount under a cabinet, including screws and clip hooks. Smart design features include a single on/off control of all connected lights from the first light in the series, connector cords to link multiple units together and an easy-to-locate switch. Available for $59.99.

For hallways and staircases, the *Energizer*(R) Path Light provides motion-activated directional lighting, triggered by movement from up to six feet away. The built-in photo sensor detects daylight so the light is only activated in low-light settings. Functionality meets affordability with a price of $14.99.

The *Edge* Collection:Sophisticated Lighting that Will Impress

The *Edge* Collection is a modern line of household lights designed for style-conscious consumers looking to create the perfect mood to fit their home and lifestyle. Each can be turned on or off with a simple touch, so consumers can quickly and easily transform the ambiance of any room. With a sleek design, these contemporary accent lights are the showpiece of any living room, while the flameless candles cast an inviting glow for dining or whenever low-light ambiance is desired.

The *Energizer*(R)*Edge* Flameless Candles illuminate a home with a soft, lifelike flicker encased in the contemporary square silhouette with a white acrylic shade and matte black base. The intelligent touch feature turns the light on and off with the tap of a finger. Utilizing long-lasting LEDs, these 4- and 6-inch lights add a warm touch of ambiance to a room and house a convenient four-hour automatic timer. The streamlined design combines both the candle and the holder into one light, giving the illusion of enchanting candlelight without the accompanying soot or dripping wax. Pricing from $27.99 to $29.99.

The *Energizer*(R) Accent Light takes decorative home lighting to the next level with this avant-garde lamp featuring a square contour and beautiful etched-acrylic panels. Experience the stunning effect of light emanating through stylish panels and enjoy the freedom to dim or brighten a space, with just a touch at the base. A contemporary design makes this accent piece perfect for a living room end table or bedside companion in a guest room. Available in two sizes and made with LEDs that never need replacing, these dramatic lights will change how a room is illuminated forever. Small accent light is $64.99 and medium accent light is $79.99.

More Than Lights, These Are Integrated Lighting Systems

The Technology Behind Superior Lighting Options

Energizer has created excellent lighting for the home, combining sophisticated designs with best-in-class thermal management, LEDs, advanced circuitry, optics and materials. The optimal combination of these five crucial elements is what makes these lights -- and how they enhance different environments - truly remarkable.

Thermal management is the cornerstone of the *Energizer* integrated lighting systems, guaranteeing peak performance of the final product consistently and over a long lifetime. Consumers will also appreciate that they're cool to the touch and are highly energy-efficient.

LEDs are not all alike and *Energizer* has incorporated the most advanced LEDs to ensure color uniformity and reliability. And, they never need to be replaced.

Circuitry has an equally significant impact on a product's look and performance. *Energizer* has developed the new lighting systems with components that deliver longevity and durability, while allowing for slim, streamlined designs.

Carefully designed optics focus light where you want it and need it. *Energizer* has incorporated world-class optics to form and shape light to best suit the intended setting or task.

High-quality materials in every facet of the lights deliver performance, durability and beautiful aesthetics so consumers don't have to compromise on any of the qualities they're looking for in a light.

"There are a lot of technologically advanced parts on the interior of our lighting products that the average consumer will never see but will truly appreciate from the moment they turn on their light," said Dave Spartano, Director of Business Development of *Energizer*. "From high-quality circuitry to specialty metals, we've invested in the best materials to create a product we're proud to put the *Energizer* name on."

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*$_{(R)}$ 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, lanterns, and most recently comprehensive household lighting collections.

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/lighting**.

SOURCE: Energizer Holdings, Inc.

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