Energizer Showcases Portable Power and Rugged Lighting Options to Fulfill the Needs of Outdoors Enthusiasts

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Company to Display Lineup of New Products as well as a Complete Line of Lanterns and Lights at the 2008 Shooting, Hunting, Outdoor Trade Show and Conference (SHOT Show)

News Highlights

- Energizer will feature Energizer(R) e2(R) Lithium(TM) Metal Lights and the Energizer(R) e2(R) Lithium(TM) Headlight, designed for extreme outdoors enthusiasts.

- Energizer will display the innovative Energi To Go(R) Portable Power for iPod(R), a battery-powered device that provides up to 46 hours of music playback on an iPod(R) nano, and the Energi To Go(R) Instant Cell Phone Charger, which enables users to recharge their mobile phones with a pair of e2(R) Lithium(R) batteries.

- Company will showcase Energizer(R) Trailfinder Series(TM), the broadest line of products to meet the need of any camping or outdoor event.

LAS VEGAS, Feb. 1 /PRNewswire-FirstCall/ -- Building on its leadership in lithium and rechargeable technology, Energizer is unveiling innovative and creative portable power solutions and lighting options to fulfill all the needs of outdoors enthusiasts at the 2008 Shooting, Hunting, Outdoor Trade Show and Conference (SHOT Show).

"With the products on display at the SHOT Show, we're showing the true potential of our technology today," said Jeff Ziminski, Chief Marketing Officer, Energizer. "We continue to look for new ways to make our consumers' busy lives easier and to fulfill their lighting and power needs no matter what outdoor adventure awaits them."

While at the conference, Energizer will be displaying a variety of products, including:

-- Energizer(R) e2(R) Lithium(TM) Lighting Products: These innovative lights, powered by Energizer(R) e2(R) Lithium(R) batteries, offer cutting-edge technology and rugged design to meet the lighting needs of outdoors enthusiasts. The virtually indestructible Energizer(R) e2(R) Lithium(TM) Metal Lights use bright Cree LEDs that produce up to 110 lumens and have advanced circuitry that allows users to set light output to any level to balance needed light with maximum runtime. The Energizer(R) e2(R) Lithium(TM) Headlight is designed to provide hands-free light for the most extreme outdoor activities. The headlight boasts a high-performance LED that produces 80-100 lumens and comes equipped with a "boost" mode to drive over 140 lumens for a short period of time.

-- Energizer(R) Trailfinder Series(TM): The Trailfinder Series(TM) by Energizer(R) is a broad line of lighting products to meet the need of any camping or outdoor event. Utilizing LED technology for efficient power, the Trailfinder Series(TM) has every outdoor adventure covered with standard handheld lighting to bright area lights to hands-free lights.

-- Energizer(R) Hard Case(TM) Tactical Light: The virtually indestructible Hard Case(TM) Tactical 2 AA light is designed to meet the needs of military and tactical personnel. It combines four distinct light sources in one lightweight, weatherproof product that maintains the rugged durability and long runtimes characteristic of the Hard Case(R) Brand.

-- Energizer(R) Hard Case(R) Professional(R): Hard Case(R) Professional(R) flashlights combine the rugged dependability of the original Energizer(R) Hard Case(R) Series with innovative LED technology. All Hard Case Professional products use the best in LED technology and are matched to provide the best, most appropriate light for the job. Hard Case Professional lights feature impact-resistant ABS plastic with steel-plated sides and shock-absorbing rubber overmolds to create "The Toughest Flashlights You'll Ever Need(TM)," whether you're on the construction site or in the rugged outdoors.

- Energizer(R) Weather Ready(R): Energizer makes it easier than ever to weather any storm, with the Weather Ready(R) line of flashlights, lanterns and area lights. The lights provide innovative, long-lasting lighting solutions addressing the needs for both handheld and area lighting to help keep families safe during a power outage.
- Energizer(R) Energi To Go(R) Portable Power for iPod(R): This battery-powered device charges and provides extended play time to a variety of iPod(R) models. Designed to complement the iconic styling of the iPod(R), the award-winning compact charger travels easily and is exceptionally lightweight. When powered with Energizer(R) e2(R) Lithium(R) AA batteries, the Portable Power for iPod(R) delivers more than 40 hours of music playback and 11 hours of video playback on a 30GB iPod(R) with video.
- Energizer(R) Energi To Go(R) Battery-Powered Instant Cell Phone Charger: This battery-powered charger is lightweight, portable, and enables cell users to recharge their phones anytime, anywhere and place calls in as few as 30 seconds after plugging the device into their phones. Energi To Go(R) is compatible with over 80 percent of the wireless phone brands available in the United States and is powered by Energizer(R) e2(R) Lithium(R) AA batteries.
- Energizer(R) e2(R) Lithium(R) Batteries: Energizer(R) e2(R) Lithium(R) batteries are the world's longest lasting AA and AAA batteries to power today's high-tech devices. Energizer e² Lithium batteries last up to seven times longer than Energizer(R) MAX(R) batteries, and are the perfect power source for high-power light and GPS devices. Energizer batteries are favored by outdoors enthusiasts for their key benefits:
  - Lightweight -- 33 percent lighter than ordinary alkaline batteries
  - Reliable -- Performs in extreme temperatures -40° F to 140° F (-40° C to 60° C)
  - Dependable -- Energizer(R) e2(R) Lithium(R) has a 15-year storage life
- Energizer(R) e2(R) Rechargeables: Committed to providing the right rechargeable system to meet the power needs of consumers, Energizer will display its entire line of easy-to-use chargers and long-lasting NiMH batteries. The world's leading rechargeable brand boasts innovative designs that are compatible with today's power-hungry families. Energizer's AA 2450 mAh rechargeable NiMH batteries last up

to four times longer in digital cameras than AA Energizer(R) MAX(R) batteries, can be charged hundreds of times and hold their charge up to six months. The lineup includes the award-winning Energizer(R) Family Charger, which charges a family of its own -- up to eight AAA, eight AA, two 9V, four C and four D batteries -- and the Energizer(R) Duo Charger, which meets the demands of the high-tech, portable power user. Using a USB port or a wall outlet, the Duo Charger can charge two AAAs or two AAs in as little as two hours or five hours, respectively.

Energizer has always been at the leading edge of battery technology; it introduced the first alkaline battery nearly 50 years ago and 15 years ago introduced the first lithium AA batteries. The success of Energizer(R) e2(R) Lithium(R), the world's longest-lasting AA and AAA batteries, has helped pave the way for a new generation of powerful lights and high-tech, portable power devices, such as the Energizer(R) e2(R) Lithium(TM) Metal Lights and the Energi To Go(R) Portable Power for iPod(R).

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) e2(R) Lithium(R) and Energizer(R) e2(R) Titanium Technology(R) performance brands; 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 technology leader as it launches its Energizer(R) Energi To Go(R) line of portable battery-driven power packs for cell phones and iPod(R) devices.

iPod(R) is a registered mark of Apple Computers, Inc.
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