

Point, Shoot and Win: National Geographic and Energizer Team Up Again for Second Annual "Energizer Ultimate Photo Contest"

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ST. LOUIS, MO, Apr 16, 2009 (MARKET WIRE via COMTEX) -- National Geographic magazine has long-represented the "Ultimate" in photography for professional and amateur photographers. Now, through the second annual "Energizer Ultimate Photo Contest," photographers from coast-to-coast will again have the chance to have their photograph grace the pages of the magazine in an ad for Energizer(R) (NYSE: ENR) Ultimate Lithium batteries. The winner will also be awarded a trip of a lifetime -- a National Geographic Expedition for two to the Galapagos Islands.

Beginning today through Tuesday, June 30, aspiring photographers can visit www.nationalgeographic.com/lithium to enter a photo in one of six thematic categories: animals/wildlife, nature, travel, people and cultures, weather and inspiration/Keep Going(R). Whether you are a digital photography novice, a proud picture-taking mom or a long-time photo enthusiast, all skill levels are encouraged to enter.

"You don't have to be a professional or have professional equipment to take the perfect photo," said National Geographic photographer and contest judge Jim Richardson. "I've seen a lot of great pictures that were taken with perfectly ordinary digital cameras, just because the photographer happened to be in the right place at the right moment."

After the entry period closes, Richardson will review all of the entries and select two finalists in each category. Then, starting on Aug. 14 and extending through Sept. 15, Americans will be asked to go online and review each of the Category Finalists and vote for their favorite in each category. Once the Category Winners are determined, Richardson will help choose a Grand Prize Winner, who will be announced on or about Oct. 15.

Visitors to the Web site can also take advantage of a number of "photographer-friendly" features including a list of photo tips developed by Richardson. They can also submit photography questions to Richardson who will provide the answers and respond when he is in between travels.

"I really enjoy chatting with other photographers and exchanging tips and ideas, and this contest is a great opportunity to do just that," said Richardson. "In fact, I'm kind of an equipment hound, so I love discussing issues related to the gear and equipment we use. Since I travel around the world so much people ask about batteries for flash systems and digital cameras. I always encourage people to keep Energizer(R) Ultimate Lithium batteries on hand when shooting and traveling. They last a lot longer, they're lightweight and they perform well in extreme temperatures. That's what I need in the field. That's what I recommend."

Energizer(R) Ultimate Lithium batteries are the world's longest-lasting AA and AAA batteries in high-tech devices. They last up to 8x longer in digital cameras and up to 2x longer in flash units than Energizer(R) MAX(R), the company's flagship alkaline brand, results may vary with each device. The batteries also last longer in handheld GPS devices, LED flashlights and handheld games.

With a storage life of 15 years, Energizer(R) Ultimate Lithium batteries are 33 percent lighter than ordinary alkaline batteries and perform well in extreme temperatures from -40 to 140 degrees Fahrenheit (-40 to 60 degrees Celsius), making them ideal for photographers who are on-the-go.

"Photo buffs have long-relied on our Energizer(R) Ultimate Lithium batteries, the world's longest-lasting batteries in high-tech devices," said Betsy Laakko, director of household batteries marketing for Energizer. "That's why it made perfect sense for us to partner again with National Geographic and bring back the popular 'Energizer Ultimate Photo Contest.' We had a great response last year with more than 8,100 entries, and we're hoping for even more this year."

Entry into the "Energizer Ultimate Photo Contest" begins on April 15, 2009, at 12 a.m. and ends on June 30, 2009, at 11:59 p.m. ET. Photos must be submitted online. No print or film submissions will be accepted.

Richardson will select the 12 Category Finalists based on the following criteria: extent to which photo captures the essence of the theme selected (25 percent), composition (25 percent), clarity and technical quality (25 percent) and creativity (25 percent). Then the American public will vote for their favorite in each category.

Each of the Category Finalists will receive a prize pack comprised of a 2.0 USB scanner, an assortment of Energizer(R) Ultimate Lithium batteries and two books from National Geographic's collection: "Organize Your Digital Life," which offers step-by-step instructions on how to streamline your digital assets, and the stunning "The Photographs," which contains the best of the magazine's award-winning photography.

The 12 photos designated a Category Finalist will be posted online at nationalgeographic.com/energizer on Aug. 14, and voting for the winning photo in each category will extend through Sept. 15. The Grand Prize Winner will be selected by Richardson and the winner will be announced on or about Oct. 15.

Category Winners will receive the prize package outlined above along with a framed and signed 16x20 print from Richardson's photography gallery Web site. The Grand Prize Winner will receive all of the items listed above as well as a National Geographic Expedition for two to the Galapagos Islands, accompanied by a National Geographic expert.

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) 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.

To view this release in a media-rich format, go to:

http://www.pwrnewmedia.com/2009/energizer_90416/index.html

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