Energizer(R) Brings its Innovative Line of Portable Power Solutions to IFA Global Trade Show in Berlin: Reseller Park, Hall 9 Stand 101

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BERLIN, Sep 02, 2011 (BUSINESS WIRE) --

Portable technology is paramount in consumers' every day lives. From power-hungry smartphones to must-have tablets, the need for power while away from traditional chargers has never been greater. To help free consumers from wall sockets so they get the most out of their mobile devices, *Energizer* is continuing to expand its successful line of portable power packs. The latest products, designed to give smartphones, netbooks and tablets the power they need while on the go, will be showcased from September 2-7 at the 2011 IFA Consumer Electronics Global Trade Show.

"*Energizer* has seen great consumer demand in the popular Energi To Go(R) line given the ever-growing need to stay connected to their favorite devices," said Michelle Atkinson, Vice President of Marketing for North America. "We expect to see a continuing enthusiasm for power products for the most popular high-tech devices like Apple's iPhone(R) 4 and iPad(R), as well as continued interest in eco-inspired power like our newest solar-powered chargers."

Officially debuting at IFA is the newly designed *Energizer*(R) portable charger product line designed for power on-the-go. The new design includes both black and white color choices on all the universal chargers including the compact XP1000 and XP2000 that provide emergency power for smartphones, MP3 players and more. The new design and color options are also available for XP4000, the new XP4003, XP8000 and XP18000 but with upgraded technology to handle 5 volt, 2 amp requirements for accommodating tablets, and still power game devices, laptops, netbooks and more.

The *Energizer*(R) SP1001 Solar Charger is also an exciting new model. It combines hybrid power (solar or AC) and an integrated carabiner clip for one brilliant on-the-go solution for cell phones, smartphones and MP3 players that can be taken and used anywhere.

Another addition to the line-up is the new the *Energizer*(R) AP750, a follow-up to the popular AP650, which adds extra talk time for just about any micro-USB smartphone. The compact size and slim shape makes this back-up battery easy to carry in a pocket or on a key ring and a convenient way to get additional talk time in a power pinch.

One of the most popular new chargers is the *Energizer*(R) AP1201 for the iPhone(R) 4, the first silicone rubber case with built-in rechargeable battery, which offers nearly twice the power for iPhone(R) 4 users. The one-piece, protective case provides power and style, while extending the talk time* of the iPhone(R) 4 (up to 9.8 hours on a 2G network or 4.8 hours on 3G network), tune time (up to 28 hours), Internet time (up to 7 hours) and standby time (up to 210 hours).

For consumers seeking especially versatile power choices, the *Energizer*(R) XP2000K and XP1000K travel kits offers all-in-one portable power for the home, car and all points in between. They each include a XP2000 or XP1000 power pack, four tips to fit popular handheld devices and AC/DC adapters, all form-fitted into a tough, weather-resistant case.

These products and the complete line of *Energizer*(R) portable power solutions will be on display at IFA in the Reseller Park, Hall 9 Stand 101.

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 peoples 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, on the go, at work and at play. Visit **www.energizer.com**, **www.facebook.com/energizerbunny or www.facebook.com/energizer.**

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*Based on 2000mAh battery capacity. Results vary by device and usage patterns.

SOURCE: Energizer Holdings, Inc.

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