Energizer Broadens Partnerships With Leading Consumer Technology OEMs at PMA International Convention and Trade Show

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Energizer(R) Ultimate Lithium Battery Endorsed by Nikon and Pentax As Digital Camera Recommended Replacement Battery

ANAHEIM, Calif., Feb 18, 2010 /PRNewswire via COMTEX/ -- Showcasing the technology behind Energizer(R) Ultimate Lithium batteries at the 86th annual PMA (Photo Marketing Association) International Convention and Trade Show, Energizer is solidifying its relationship with Nikon and Pentax and looking to develop endorsements from other consumer technology OEMs.

The 86th annual PMA International Convention, held in Anaheim from February 19-23 this year, is the country's largest annual photo imaging trade show. It offers an ideal opportunity for OEM developers and partners to highlight ideal power sources for digital cameras.

"The 'recommended' replacement battery endorsement of leading digital camera manufacturers like Nikon and Pentax underscores the industry-leading expertise of the Energizer battery development team," said John Batley, Key Account Manager, OEM Strategic Alliance Team, Energizer Battery Company. "The innovative technology behind *EnergizerUltimate Lithium* batteries holds incredible appeal for OEM designers who are taking digital camera technology to the next level in performance and convenience. To meet these new and expanding technical demands, Energizer continually works with our OEM partners to refine and improve our batteries."

In cameras like the Nikon COOLPIX L110 and the Pentax K-x Digital SLR, both being featured by their respective manufacturers at PMA, *Energizer Ultimate Lithium* AA and AAA batteries last up to 8 times longer*, compared to Energizer(R) MAX(R) AA and AAA batteries, and can offer more convenience than a propriety **battery pack**, allowing consumers the freedom to leave their charger behind. In addition to being 33 percent lighter than ordinary alkaline batteries, *Energizer Ultimate Lithium* batteries perform in extreme temperatures from -40° F to 140° F (-40° C to 60° C) and provide a 15-year shelf life that protects digital cameras with leak resistant construction.

Among Pentax's digital cameras, the company recommends *Energizer Ultimate Lithium* AA batteries for use in its Pentax K-x Digital SLR, which can easily shoot up to 1900 or more still images** when using the high tech batteries. The 12.4 megapixel Pentax K-x Digital SLR combines a variety of advanced features and user-friendly functions to ensure an outstanding level of photographic performance within a compact, lightweight body.

As part of the partnership and to allow Pentax users to experience this industry-leading lithium battery technology, a coupon offering a $2 discount on a package of *Energizer Ultimate Lithium* AA batteries is inserted in the packaging of every newly purchased Pentax K-x Digital SLR.

Among its digital cameras, Nikon likewise recommends *Energizer Ultimate Lithium* AA batteries for use in its COOLPIX L110. The 12.0 megapixel COOLPIX L110 puts the power of a 15x telephoto zoom and HD video recording with stereo sound into a compact easy to use design. A wide variety of images can be captured with the COOLPIX L110 from wide angle scenes (28mm) to telephoto (420mm). The power-efficient L110 digital camera can shoot up to 840 still images or record seven hours of HD video with a set of four *Energizer Ultimate Lithium* AA batteries, which are included with the L110.

"Improved materials and construction in *Energizer Ultimate Lithium* batteries allow users of those two cameras to take more shots than they can with ordinary alkaline batteries," said Batley. "*Energizer Ultimate Lithium* batteries allow consumers to enjoy both Pentax and Nikon digital cameras for longer periods."

For more information on *Energizer Ultimate Lithium* batteries visit **www.energizer.com**. Formore information on the Pentax K-x Digital SLR, visit**www.pentaximaging.com**. For moreinformation onNikon COOLPIX L110, visit**www.nikonusa.com**.

*Results vary by device.

**Based on CIPA protocol without flash.

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; and miniatures brand batteries.

The Energizer product line also includes specialty batteries for hearing aids and medical devices, as well as for keyless remote entry systems, toys and other uses. Through its flashlight unit, Energizer brings innovation to this important household device. Energizer continues its role as a technology leader with *Energizer*(R) Energi To Go(R), a portable battery-driven power pack for cell phones.

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