Energizer Redefines How Consumers Can Stay Powered

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Goes Beyond the Battery to Develop Convenient and Versatile New Power Solutions That Extend Tech-Time, Talk-Time, Run-Time and Game-Time

LAS VEGAS, NV, Jan 06, 2010 (MARKETWIRE via COMTEX) -- Energizer - While the latest, greatest high-tech devices have been rapidly fueling consumers' "work hard, play hard" lifestyles, Energizer (NYSE: ENR) has been hard at work innovating in order to deliver the power solutions that make people's lives easier. From improvements in lithium batteries to extensions to the acclaimed Energi To Go(R) line to products that charge multiple devices and induction technology applications, the company is again demonstrating leadership in portable power today and redefining how people will interact with power tomorrow.

"Twenty-four/seven power is the rule, rather than the exception, today, and that has inspired us here at Energizer to deliver innovative ways to help people stay connected from just about any device and from almost anywhere," said Jim Olsen, Vice President of Marketing for North America. "Energizer is at the forefront of new technologies that will bring even more freedom for people to live and work using power that's reliable, portable and convenient."

At Digital Experience!, just prior to the Consumer Electronics Show (CES), Energizer will showcase new charging systems, lighting products and -- yes -- batteries that demonstrate today's new power solutions and provide a window into what's in store for the future.

Portable Power

The full potential of portable power is unleashed with new products that satisfy charging needs big and small with new Energizer(R) Energi To Go(R) power packs and portable car chargers and inverters.

Energi To Go(R)

Energizer has grown its Energi To Go(R) line of portable power packs and is again expanding to meet the power demands of consumers' high-drain devices.

-- Energizer(R) Energi To Go(R) AP Charger is designed specifically to supply extra power for the high-drain Apple(R) iPhone(TM) 3G -- anytime, anywhere. Using moldable lithium polymer battery cells that mimic the shape and styling of the iPhone(TM), these pre-charged models give iPhone(TM) users up to double the operating time.

-- Energizer(R) Energi To Go(R) EnergiStick(TM) -- small but powerful, this new charger instantly adds talk time to any cell or smart phone that takes a mini or micro USB tip, including popular Blackberry(R), Motorola, Palm Pre models and more. Its key-chain size couldn't be more convenient, and it comes packaged 70 percent charged, so it's ready when needed and can be charged up to 500 times.

-- Energizer(R) Energi To Go(R) SP Solar Power Packs, available in 1000 mAh and 2000 mAh power, charge a range of devices via sunlight, indoor light or AC power, making it easy and convenient to get more run-time for cell and smart phones, iPods(R) and MP3 players, gaming devices, digital cameras and more. All Energi To Go(R) SP products are made with lithium polymer battery cells, come pre-charged and are rechargeable up to 500 times.

-- Energizer(R) Energi To Go(R) XP18000, the most powerful of the collection, meets the needs of travelers and those who rely on several different devices. It comes ready to power up to three devices at once, including netbooks and laptops, portable DVD players, digital cameras and camcorder batteries, cell and smart phones, MP3 players, GPS units and Bluetooth devices.

With Energi To Go(R), innovation is matched only by the Energizer commitment to customer service. To ensure ongoing compatibility with new and emerging devices, Energizer will offer consumers additional benefits and support when they purchase Energi To Go(R) Rechargeable Power Packs, including:

-- An Online Tip Finder that helps consumers find the right tip for their device
-- TipFit Guarantee that offer tips to fit any device or Energizer will have it produced;
-- Free Tips for Life that provides owners two tips a year for the life of the Energi To Go(R) product so that consumers will have the right tips to charge new devices as they replace them;

-- Free Battery Check at the Energi To Go(R) web site where an online guide will indicate the remaining charge life of the product.

Energizer Car Chargers and Inverters

Convenience takes on a whole new meaning with efficient, reliable and user-friendly automotive products that can charge portable devices, jump-start a car and even inflate a tire. Whether for weekend recreation or everyday safety, the new Energizer(R) All-In-One Car Charger and 200 Watt Inverter Car Charger empower consumers to keep their tools, gadgets, appliances, entertainment devices and vehicles working when they need them.

-- Energizer(R) All-In-One Car Charger combines the functionality of an inverter and jump-starter, and also features an air compressor, so tires can be inflated as needed. The consumer-friendly, easy-to-use design enables motorists to jump-start their vehicles wherever they are, without requiring a second vehicle.

-- Energizer(R) 200 Watt Inverter Car Charger makes it easy to convert power from the vehicle's DC adapter to AC and USB ports, so it becomes a single source of power for a mobile office or the family entertainment center for hours of fun on road trips.

"Energizer is committed to developing innovative solutions to power people's lives and we're delivering convenient, easy-to-use power that consumers can count on to power up multiple devices," said Olsen. "The expanded Energi To Go(R) offering and release of the car charger and inverters are redefining tomorrow's power sources."

Inductive Intelligence

It's no surprise that Energizer is taking the lead bringing inductive technology to consumers in smart ways to meet consumer and device manufacturers' demand for new wireless charging options.

On the heels of the successful launch of the Energizer(R) Power & Play(TM) line last year, which includes charging docks, charging cables and battery packs for the Wii(R), Xbox 360(R) and PS3(R) game consoles and controllers, comes the roll-out of the Energizer(R) Flat Panel Wii Induction Charger.

-- The Energizer(R) Flat Panel Induction Charger, which comes in a two-remote and a four-remote design, allows gamers to simply lay their Wii remote down on the charge pad to power up. There is no fussing with wires or battery packs, and no need to remove sleeves, Wii MotionPlus or lanyards. Magnets secure the Wii remotes in the perfect position on the

charger.

And not far behind is the next generation of wireless technology, which is being unveiled at Digital Experience!. Energizer will introduce its first wireless charging pad designed for future compatibility with Qi, the new international wireless power standard for interoperability across rechargeable electronic devices. Energizer, now a member of the Wireless Power Consortium, teamed up with Consortium co-founder ConvenientPower to design the charging pad, slated for a summer 2010 launch. It will bring consumers the ultimate in wireless charging flexibility because, unlike current products, it will be compatible with all devices -- regardless of brand -- that are developed for the Qi wireless standard.

"Energizer is excited to be one of the first to bring this exciting new technology to consumers to satisfy demand for convenience and wireless power for the devices that keep them powered," said Olsen.

Spotlight on Solar

From everyday flashlights to highly-specialized headlights, hands-free lights and now solar panels, Energizer is leading the way with options that make it simple and affordable for consumers to tap into the power of solar energy.

The company is introducing three new solar-powered lights that deliver on portability, lasting run-time and multiple charging options, making them ideal for worksites, campsites and everyday use.

-- The Energizer(R) Solar Folding Lantern boasts a silicon solar panel that folds out for 360 degrees area light and charges the rechargeable NiMH battery pack even in low light, for up to a full three hours of run-time. It also features nine LEDs for up to an impressive 60 lumens of light output and can be powered by three D-size alkaline batteries for 160 hours of run-time.

-- The Energizer(R) Solar Crank light is a must-have for campers and hikers -- rain or shine. It can be charged by the sun for three hours of light but also has the crank option, so just a few cranks gives users a way to power the three LEDs even when the sun doesn't shine. A handy carabineer clip makes it easily portable and accessible, so it's always there when needed.

-- The Energizer(R) Solar DC Spot Light with four LEDs can be charged by the sun for three hours of run-time or DC car adaptor for six hours of run-time, making it a perfect fit for emergency kits and to have on hand for camping and boating excursions.

Energizer is also taking solar to the next level with the ultimate in solar power kits that take the mystery out of harnessing solar energy. The new line of sturdy, weather-resistant kits are unique because the panel and all of the components come packaged together, allowing for quick and easy assembly. They are available in 60, 85 and 140 watt models and are ideal for areas that are off the grid or to provide power to generate light or operate appliances for a shed, cabin, boat dock -- or just the backyard.

Battery Breakthroughs

Energizer already has the world's longest-lasting AA and AAA batteries in high-tech devices, but why stop there? Now Energizer(R) Ultimate Lithium AA batteries are even stronger. They're joined at Digital Experience! by the most powerful new rechargeable batteries on the market and the advanced new Smart Charger, raising the bar for the category by giving consumers more charges and more reliable run-time than ever before. The days of unexpectedly running out of battery power right before the perfect photo just may be over!

-- Energizer has industry-leading lithium battery technology for powering up the high-tech devices that consumers use every day. Energizer(R) Ultimate Lithium batteries are the world's longest-lasting AA batteries in high-tech devices, lasting up to 8x longer* in digital cameras, and up to seven hours longer** in handheld GPS devices. Now, improved materials and construction provide increased power output for up to 30 minutes more light in lighting products, up to 30 minutes more power to toys and audio devices and 26 more shots from a digital camera.

-- Energizer(R) Advanced Lithium batteries offer even more* power than before and are ideal for active gamers, who can play up to 20 hours longer** with wireless gaming accessories.

-- Energizer(R) Rechargeable(R) 2300 mAh NiMH batteries, the ultimate reusable power solution for consumers who need more power, more often for their high-drain and frequently-used devices, are now even longer-lasting. Through advances in rechargeable technology, Energizer(R) Rechargeable NiMH AA batteries can now be charged up to 250 MORE times*** and will last up to 4x longer* in digital cameras. (Pssst... and they don't cost any more.)

-- The new Energizer(R) Smart Charger joins a selection of charging solutions to help consumers stay charged for every occasion and within every budget. In response to consumer demand for more information about the amount of power remaining in their rechargeable batteries, it features a

large LCD screen that displays charging progress via a countdown clock and fuel gauge. This ENERGY STAR(R)-certified model also has a detector for disposable and bad batteries. The slow charge rate limits battery damage during charging while extending the number of life cycles.

Whether it's forging new ground with solar energy initiatives or advances in batteries and inductive charging, there's no denying that Energizer is leading the quest for innovative power solutions designed with people and the planet in mind.

For more information visit energizer.com/newproducts

*vs Energizer(R) MAX(R) AA only. Results vary by device.

**vs Energizer(R) MAX(R). AA only. Results vary by play and/or usage patterns.

***vs Energizer(R) 2450 mAh Rechargeable AA battery.

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 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, www.facebook.com/energizerbunny.

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