Energizer to Unveil New Lighting Collections in First Appearance at International Home + Housewares Show

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Beautiful Home Lighting Collections and Flameless Wax Candles Light Up the Energizer Booth at This Year's Show

ST. LOUIS--(BUSINESS WIRE)--Mar. 7, 2012-- *Energizer* will provide a sneak peek of its latest in home lighting at the International Home + Housewares Show. Participating at the show for the first time, *Energizer* will showcase its full home lighting portfolio and debut its newest home décor category, flameless wax candles. *Energizer*® Household Lighting's entire line can be viewed in the Dine + Design Expo at McCormick Place Exposition Center, booth # S4337.

As the inventor of the flashlight and one of the first to incorporate LEDs into portable lighting, *Energizer* is applying consumer insights and more than a century of lighting technology expertise to bring light to consumers in ways they didn't even know was possible.

"We have a history in lighting technology and a brand that consumers know and trust, so this category is a natural extension for us. Our vision is to give people the remarkable home lighting they want that fits their lifestyle," says Anne Bannister, Vice President of Strategic Ventures for *Energizer*. "We are looking forward to unveiling the full 2012 offering at the International Home + Housewares Show and to hearing reactions from buyers and media attendees."

Beautiful Accent and Task Lighting

Energizer introduces a new way to illuminate a home with stylish household lighting designed to fit your lifestyle. Developed with the latest in LED technology, the entire portfolio of home accent and task lighting products utilizes advanced circuitry, LEDs that never need replacing and optics to create a light that enhances your environment to create just the right ambiance. Three distinct collections – *Ambiana*, *Edge*, *Glas* – offer a variety of features and diverse designs that fit consumers' needs and unique décor styles.

Energizer® Ambiana Collection enhances home décor with flowing forms and pure LED light. This modern line of household lighting includes accent lighting and a well-designed desk light. Utilizing advanced, touch-sensing technology, consumers can quickly and easily change the light's color, intensity or direction. Each light is finished with a high-end gloss and offered in a pearlescent white or black finish. This beautiful, sophisticated collection will be available summer 2012.

The *Energizer® Glas* Collection was created for those looking for functional design in a durable, long-lasting product. From practical choices that make everyday living easier, to decorative options that transform a home, each is created with energy-saving features and practicality at the heart of every design.

- The ***Energizer® Glas* Flameless Candles** cast a warm glow with a natural flicker. The innovative design combines the candle and holder in one decorative light. Created with a clear-acrylic, round shade and matte black base that houses a four-hour automatic timer, these are available in two sizes – 4 and 6-inch heights. With no open flame, these lights provide a safe alternative for those looking for a realistic flicker.
- The ***Energizer® Glas* Task Light** provides bright, directional lighting to illuminate work spaces such as an office desk, craft table or reading nook. The moveable shade and low/high settings provide the precise amount of light needed.
- The easy-to-install ***Energizer® Glas* Under Cabinet Light** is built with six long-lasting LEDs that flood an area with light. This light can work alone or connect up to seven units to brighten larger spaces. Smart design features include a single on/off control of all connected lights from the first light in the series and connector cords to link multiple units together.
- For illuminating hallways and staircases, the ***Energizer® Glas* Path Light** provides motion-activated directional lighting, triggered by movement from up to six feet away. The built-in photo sensor detects daylight so the light is only activated in low-light settings. Once motion is no longer detected, the light automatically shuts off 90 seconds later.

The *Energizer® Edge* Collection is a modern line of household lights designed for style-conscious consumers looking to create the perfect mood to fit their home and lifestyle. Each LED light can be turned on or off with a simple touch, so consumers can quickly and easily transform a room's ambiance.

- ***Energizer® Edge* Flameless Candles** illuminate with a soft, lifelike flicker encased in the contemporary square silhouette with a white acrylic shade and matte black base. Available in two sizes, these 4- and 6-inch lights add a warm touch of ambiance to a room and have a four-hour automatic timer.
- The ***Energizer®* Accent Light** features a square contour and beautiful etched-acrylic panels. Experience the stunning effect of light emanating through stylish panels and enjoy the freedom to dim or brighten a space with just a touch.

Flameless Wax Candles: A Safe and Stylish Alternative

Energizer® Flameless Wax Candles, made from real wax, are a stylish and safe alternative for consumers looking for the ambiance and warmth of a traditional flamed candle. Consumers can expect to find the LED wax candles in popular scents and colors fashioned in votive, pillar and glass jar styles this summer.

Identifying upcoming trends in the candle marketplace, combined with consumer insights, led to the creation of a varying line, aptly named the Trendy Collection, which reflects in-vogue textures, scents and colors that consumers are looking for in stylish interior design.

Seasonal candles have shown a steady increase in popularity and consumers are looking for safe, flameless options without compromising style and décor. The seasonal candle collection will feature a line of festive options that reflect the rich colors of the seasons and unique holiday-themed candles.

Nightlights, Path Lights and Area Lights

Energizer offers a full range of energy-efficient LED night, path and area lights. The nightlights and path lights are perfect for use in kitchens, bathrooms, hallways and stairways. Battery-powered area and under cabinet lights provide illumination where AC outlets are not available and easily install with no electrical wiring required.

Light up every room of the house with LED Bulbs

The *Energizer* comprehensive home lighting portfolio rounds out with energy-efficient LED bulbs for socket-based fixtures. These long-lasting LED bulbs can operate up to 20 years and are offered in a variety of sizes to fit track lighting, lamps and recessed can lighting. Currently available in Canada, *Energizer*® LED Bulbs will launch in the United States later this year.

About Energizer

Energizer Holdings, Inc. (NYSE: ENR), headquartered in St. Louis, MO, is one of the world's largest manufacturers of primary batteries, 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*® brand battery products *Energizer*® MAX® premium alkaline; *Energizer*® *Ultimate Lithium*; *Energizer*® *Advanced Lithium*; Rechargeable batteries and charging systems; and portable flashlights, lanterns, and most recently comprehensive household lighting collections.

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*® Energi To Go® 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/lighting**.

Source: Energizer Holdings, Inc.

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