# Energizer Delivers a Smarter Approach to Charging

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**New Smart Charger Communicates Current Battery Power and Remaining Charge Time**

ST. LOUIS, MO, Apr 21, 2010 (MARKETWIRE via COMTEX) --Gone are the days when consumers have to guess how much power is left in their rechargeable batteries, thanks to the introduction of the Energizer(R) Recharge Smart(TM) Charger (NYSE: ENR). Developed in response to consumer interest in understanding more about their batteries' charging status, the Energizer(R) Recharge Smart(TM) Charger features a large LCD screen with a countdown clock displaying remaining charging time and a fuel gauge indicating the current level of power in the inserted NiMH rechargeable batteries.

"We are committed to listening to our consumers and providing solutions to help make their lives easier," said Jim Olsen, Vice President of Marketing for North America. "We know that people have more battery-powered devices than ever before, and are looking for ways to keep them powered up so, for example, they don't miss that perfect picture because of a drained battery."

According to a survey conducted by Impulse Research, 74 percent of parents long for a "fuel gauge" on a battery charger indicating the current level of power in their rechargeable batteries, while 68 percent want a charger that will let them know how much charging time remains -- both key features of the new Energizer(R) Recharge Smart(TM) Charger.

The ENERGY STAR(R)-certified Energizer(R) Recharge Smart(TM) Charger also features a slow charge rate, which extends the number of battery life cycles, and a bad battery alert that automatically indicates if the batteries are no longer useful or if a disposable battery has been inserted by mistake, also a feature that will help make consumers lives easier. Sixty-one percent of the parents surveyed believe an ideal battery charger would indicate when your battery is no longer worth charging.

"Knowing more about the charging process can help people avoid running out of power at a critical time," said Olsen, Vice President of Marketing for North America. "Parents, in particular, rely heavily on battery-operated toys and can get frustrated when their child is upset because a toy runs out of battery power. They are looking for ways to be prepared and the Energizer Recharge Smart Charger is a solution."

More than half (60%) of the parents surveyed say they've had to cope with an upset child when a battery-powered toy or electronic device would not operate because of drained batteries. Fifty-two percent of parents have been exasperated when they have attempted to replace batteries and found that the replacement or spare batteries were drained.

Energizer is introducing the new Energizer(R) Recharge Smart(TM) Charger with an online consumer ad campaign and consumer video contest, which captures the many situations parents and children find themselves in when a toy runs out of batteries. The "Kids Take Charge" video contest asks families to post a video of their child explaining or demonstrating the mischief they can get into in these situations. The top ten creative entries will receive a portion of a $10,000 donation -- based on an online poll -- for a charity of their choice. Parents can get inspiration from the online ad campaign that launched this week, which features kids talking about everything from having tantrums to telling family secrets, each closing with a "Try the Smart Charger....or Else" message. To enter, visit www.Energizer.com/Smartcharge to review rules and submit a link to an online video posting with the hashtag #recharge.

The charger, now at most national retailers for a MSRP of $19.99, will charge two or four AA or AAA NiMH batteries. This latest innovation in battery chargers comes right on the heels of new and improved Energizer(R) Recharge NiMH AA batteries. These 2300 mAh batteries can now be charged up to 250 MORE** times, and will last up to 4X longer* in digital cameras.

For more information visit www.Energizer.com/Smartcharge.

*vs Energizer(R) MAX(R) AA, results vary by device and/or usage patterns. **vs Energizer(R) 2450 mAh Rechargeable AA battery.

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 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.

This survey was conducted online in April, 2010, by Impulse Research, with a random sample of 1059 men and women who have a child(ren) in the household under the age of 16. The overall sampling error rate for this survey is +/-3%.

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