

Boomers: Feeling Young or Fooling Themselves?

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Energizer(R) survey reveals Boomers feel young, but often ignore important health issues; company teams with fitness expert Denise Austin to launch nationwide program

ST. LOUIS, Jan. 31 /PRNewswire-FirstCall/ -- Baby boomers are living longer and leading more active lives than their parents, yet still have room for improvement when it comes to long-term health. According to a recent survey by Energizer Holdings, Inc. (NYSE: ENR), nearly two-thirds (64 percent) of baby boomers feel younger than their chronological age, and more than half (55 percent) said they feel healthier than their parents were at the same age. However, according to the National Center for Health Statistics, half of Americans in the 55 to 64 age group have high blood pressure and two in five are obese.

To encourage baby boomers to live healthy, Energizer's specialty batteries division is kicking off its "KEEP GOING(R). Live Healthy" program with one of America's well-known boomers and favorite fitness experts, Denise Austin. The program is a year-round campaign to educate this audience about better ways to live a healthy, active lifestyle -- with some help from key battery-powered devices.

The Energizer survey confirms that while baby boomers are feeling younger, they are putting less focus on age-related health issues such as hearing loss, blood pressure or eyesight. Fifty-seven percent of baby boomers reported they make it a point to eat healthy foods and 41 percent regularly exercise, however, nearly half (46 percent) have never had their hearing checked. This is especially surprising, since one-third of the respondents (33.3 percent) said they think that they might have hearing loss.

To address several of these health issues and provide helpful ways to manage them, Energizer's "KEEP GOING. Live Healthy" program is working with respected physicians in their field to provide additional tips to consumers. The company is partnering with audiologists from the American Speech-Language-Hearing Association (ASHA) to provide expertise on hearing loss prevention, as well as aligning with physicians who will provide tips on diabetes management and heart health.

In addition, the program will feature a series of local-market grassroots events, including community health fairs and free health screenings. At these events, boomers and their families can learn about the latest health products and trends and receive free hearing, blood pressure and diabetes screenings.

"It's no secret baby boomers are taking control of their health by emphasizing diet and exercise, but we could all use a few pointers from experts like Denise," said Anne Bannister, brand group director for U.S. Specialty. "The goal of our program is to encourage a well-rounded approach toward a healthy lifestyle, and Denise truly embodies the 'keep going' spirit of the Energizer Bunny to inspire us all."

The internet portion of the launch -- energizer.com/livehealthy/ -- is scheduled to go live before February 1, 2008. The date is of significance since an earlier Energizer survey found that although people start off the New Year with good intentions, more than half (54.9%) stop their gym/fitness resolutions after one month.* "We want to help people get motivated, stay motivated and 'Keep Going' year-round," said Bannister.

As part of the program's fitness component, Energizer is featuring a gift with purchase promotion March 1, 2008 - May 31, 2008, where consumers can receive a free Denise Austin workout DVD with the purchase of selected Energizer specialty batteries. Later in 2008, promotional support will continue through a sweepstakes program that includes Denise Austin fitness equipment, workout DVDs, and the chance to meet Austin in person, as part of a personal training fitness session.

To learn more about the Energizer "KEEP GOING. Live Healthy" program, fitness sweepstakes, and Energizer specialty batteries that power important health and medical devices, visit energizer.com/livehealthy/.

About Energizer:

Energizer Holdings, Inc. (NYSE: ENR), <http://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) e2(R) Lithium(R) and Energizer(R) e2(R) Titanium Technology(R) performance brands; Nickel Metal Hydride (NiMH) Rechargeable batteries and chargers.

The Energizer(R) product line also includes specialty batteries for hearing aids, health and fitness devices, as well as for keyless remote entry systems, watches and other uses. Through its flashlight and lighting products unit, Energizer helps bring consumer insight and innovation to these important household devices. Energizer continues its role as a technology leader as it launches Energizer(R) Energi To Go(R), portable battery-driven power packs for cell phones, portable games and audio devices.

About Denise Austin

Denise Austin promotes a sensible, realistic and enthusiastic approach to fitness and eating. In her 25 years of working to promote health and fitness, Denise has sold nearly 20 million exercise videos and DVDs. Denise has authored nine books on fitness and appears monthly in Prevention magazine. Denise can be seen on her shows, Denise Austin's Daily Workout and Fit and Lite.

This research project was conducted by Impulse Research Corporation for Energizer, in order to assess attitudes and behavior with respect to health and fitness issues. The survey was conducted with a random sample of 1,067 men and women between the ages of 40 and 60, representing a cross-section of Baby Boomers in this age group -- all members of the CyberPulse(TM) Advisory Panel. The Advisory Panel has been carefully selected to closely match US population demographics. Research was conducted in October 2007.

*Fitness Trainers Survey from Energizer, conducted in January 2007

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