Amateur Photographer Named Grand Prize Winner in "Energizer Ultimate Photo Contest"

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Houston Man to Receive "Ultimate" Top Prize From National Geographic and Energizer

ST. LOUIS, MO, Oct 22, 2009 (MARKETWIRE via COMTEX) -- From among 12,500 entries, Bernardo Medina's incredible photo was selected as the Grand Prize Winner in the 2009 "Energizer Ultimate Photo Contest" (NYSE: ENR) with National Geographic. Medina will now receive the "ultimate" grand prize: a trip of a lifetime for two to the Galapagos Islands and seeing his photo grace the pages of National Geographic magazine in an ad for Energizer(R) Ultimate Lithium batteries.

Last spring, Medina, an architect by trade, submitted his photo -- Peddling Bicycle in Wind -- in the Inspiration/Keep Going(R) category. In August, his photo was named a Category Finalist by Jim Richardson, a National Geographic photographer and the judge for the "Energizer Ultimate Photo Contest." Then America was asked to go online to nationalgeographic.com/lithium to vote for a favorite in each of the six categories: animals/wildlife, nature, travel, people and cultures, weather and inspiration/Keep Going(R). After four weeks of voting, Medina's photo advanced to become a Category Winner. Richardson went back and reviewed all of the Category Winners, and in the end, he selected Medina's photo as the "ultimate" best and named the Houston photographer the Grand Prize Winner.

"Each and every finalist in the 'Energizer Ultimate Photo Contest' would have been a worthy winner, but one photo so captured the essence of its category that I ultimately chose it as the Grand Prize Winner," said Richardson. "I have no idea what sort of storm this rider faced, but the photographer drew on every creative tool available to produce an image that truly captured the heart of the theme: Inspiration/Keep Going(R). Congratulations to one and all!"

Energizer, the company known for innovative solutions to power people's lives, partnered with the world-famous magazine National Geographic for the second annual "Energizer Ultimate Photo Contest" to highlight Energizer(R) Ultimate Lithium batteries, which last up to 8x times longer* in digital cameras.

Energizer(R) Ultimate Lithium not only meets the power demands of digital cameras and flash units but also those of other high-tech devices like handheld GPS units and LED flashlights. In addition to the extreme long life, the batteries are 33 percent lighter than ordinary alkaline batteries and perform well in extreme temperatures from -40 degrees to 140 degrees Fahrenheit (-40 degrees to 60 degrees C).

"Reliable, portable power gives photographers the freedom to stay in the action longer so they can capture those amazing shots, like Mr. Medina's winning photo," said Jim Olsen, Vice President of Marketing for Energizer North America. "Energizer(R) Ultimate Lithium batteries are the world's longest-lasting AA and AAA batteries in high-tech devices, so whether it's your digital camera, GPS unit or other device, you can enjoy your activity on the go without worrying about reloading or recharging."

Medina will now begin planning his once-in-a-lifetime adventure to the Galapagos Islands, and his photo will be featured in the December issue of National Geographic magazine in an ad for Energizer(R) Ultimate Lithium batteries. Medina will also receive a prize pack of a 2.0 USB scanner, an assortment of Energizer(R) Ultimate Lithium batteries, two National Geographic books: Organize Your Digital Life and National Geographic: The Photographs, and a framed and signed 16x20 print from Richardson's photography gallery.

For more information on the "Energizer Ultimate Photo Contest" and to see Medina's photo and the other five Category Winners, go to www.nationalgeographic.com/lithium.

* Vs. Energizer(R) MAX(R). Results vary by camera.

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.

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 with Energizer(R) Energi To Go(R), portable battery-powered chargers for cell phones.

About National Geographic

The National Geographic Society is one of the world's largest nonprofit scientific and educational organizations. Founded in 1888 to "increase and diffuse geographic knowledge," the Society works to inspire people to care about the planet. It reaches more than 370 million people worldwide each month through its official journal, National Geographic, and other magazines; National Geographic Channel; television documentaries; music; radio; films; books; DVDs; maps; exhibitions; live events; school publishing programs; interactive media; and merchandise. National Geographic has funded more than 9,000 scientific research, conservation and exploration projects and supports an education program promoting geographic literacy. For more information, visit www.nationalgeographic.com.

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