Bennington Seniors First in Nation to Receive New Zero Mercury Hearing Aid Batteries

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Energizer offers newest product innovation to those served by Bennington Project Independence

ST. LOUIS, Oct. 6 /PRNewswire-FirstCall/ -- Energizer Battery has announced that after more than a decade of development and extensive testing, the company is introducing new zero-mercury hearing aid batteries, which are the first of their kind in the world. The new batteries are being produced at the Energizer plant in Bennington, Vermont and the company is celebrating the launch by donating the new products to their neighbors who are served by the Bennington Project Independence, a local nonprofit organization that promotes healthy living and independence among older and disabled adults.

"We're so pleased to offer this product to our neighbors first," said John Hall, Energizer plant manager. "Hearing health is tied to independence and maintaining a healthy, high quality of life. And it is especially important to continue to improve our products in ways that help power people's life-enhancing devices, such as hearing aids."

Bennington residents will be the first in the nation to use the new zero-mercury hearing aid batteries, which will be widely available throughout the U.S. beginning this month. Energizer is the only battery manufacturer in the world to sell a zero-mercury hearing aid battery to consumers. Through a combination of new product designs, purer raw materials and new manufacturing processes, Energizer's R&D scientists were able to develop the new batteries to be produced without added mercury, making them more environmentally friendly.

"With this product development, consumers and our company are taking small steps towards bigger positive changes," said Hall.

In 1990, Energizer was the first battery maker to remove mercury from household batteries. With the announcement of its zero-mercury hearing aid batteries, Energizer will once again lead the industry in mercury elimination and responsible product development. In addition to developing a battery that is better for the environment and for U.S. consumers, Energizer's research and development team also has been able to enhance product consistency.

The development of Energizer's zero-mercury hearing aid batteries comes more than two years ahead of the National Electrical Manufacturers Association's (NEMA) commitment to eliminate mercury from button cell batteries by June 30, 2011. Energizer estimates that if all manufacturers were able to follow their lead, several tons of mercury could be removed from hearing aid batteries each year.

Facts about hearing loss from the Hearing Loss Association of America:

-- While more than 30 million Americans currently experience hearing loss, a mere one out of five people who could benefit from hearing aids are wearing them.
-- People with hearing loss wait an average of seven years before seeking help.
-- Hearing aids can help 95 percent of people with hearing loss.

For additional information on hearing health and fitness tips, or to learn more about Energizer's "KEEP GOING(R). Live Healthy" program, 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) Ultimate Lithium and Energizer(R) e2(R) Titanium Technology(R) performance brands; Nickel Metal Hydride (NiMH) Rechargeable batteries and chargers; and miniatures brand batteries.

The Energizer product line also includes specialty batteries for hearing aids and medical devices, as well as for keyless remote entry systems, toys and other uses. Through its flashlight unit, Energizer brings innovation to this important household device. 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.

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