Energizer to Conduct Design Seminars for OEMs on New Zinc Air Battery Technology

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Zinc Air Prismatic is a new and exciting power solution for OEMs

ST. LOUIS, Feb. 19 /PRNewswire-FirstCall/ -- As part of the market introduction of Zinc Air Prismatic batteries, Energizer is taking steps to provide design information and assistance to portable device designers through a series of design seminars. Energizer unveiled the Zinc Air Prismatic battery this year at the Consumer Electronics Show to offer OEMs greater design flexibility while providing greater run times and enabling smaller devices.

Energizer plans to use the scheduled design seminars to share simple and cost effective air management solutions with OEM designers to enable the use of this battery technology in a wide range of portable electronic devices. This is one of the significant breakthroughs that Energizer has made in this technology that now makes it an attractive solution for OEM's.

"After launching the Zinc Air Prismatic with OEMs at the Consumer Electronics Show, we are looking forward to working with them in detail to help them raise the bar for smaller, lighter and thinner devices," said Jon Eager, Energizer Director for OEM Marketing. "The interest in the Zinc Air Prismatic battery is there -- the design seminars will take execution to the next stage."

The design seminars will be held the week of March 16 in Silicon Valley, CA, Newport Beach, CA, Chicago, IL and New York City, and will focus on providing device designers with the knowledge they need to utilize Zinc Air Prismatic in their new devices. Specifically, the seminars will feature an overview of the product technology, a description of the types of air management needed to allow the battery to perform at its best, an in-depth look at the battery compartment design and a window dedicated to Q&A. OEM designers interested in attending a seminar should contact Stevie Lewis at 314-552-6713.

Zinc Air Prismatic Features

Zinc Air Prismatic batteries offer high energy density as well as a thin form factor. Product innovations include a new five millimeter thin prismatic (rectangular) construction with the highest energy density of any consumer portable power solution (either disposable or rechargeable), resulting in up to three times (3X) more runtime compared to similarly sized alkaline or lithium ion batteries.

Zinc Air Prismatic batteries use oxygen from the air as the energy source to provide power. The battery is designed with air access holes which are sealed with a tab until the consumer is ready to use the battery. One of the keys to fully utilizing the high energy density of this system is effectively managing the air access to the battery to optimize performance.

The Energizer Zinc Air Prismatic launch is a global effort designed to increase product device design around the battery. Energizer Zinc Air Prismatic will be manufactured in the United States. For technical product information please visit **http://data.energizer.com**.

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; Energizer(R) Advanced Lithium and 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 with Energizer(R) Energi To Go(R), a portable battery-driven power packs for cell phones.

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