Wanted: Everyday Americans With Extraordinary Stories

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Cal Ripken, Jr. Leads Search for 2010 Inductee Into Energizer Keep Going(R) Hall of Fame

ST. LOUIS, MO, Mar 16, 2010 (MARKETWIRE via COMTEX) -- Energizer (NYSE: ENR) -- Over the past five years, America has truly demonstrated its power to persevere. From Hurricane Katrina to the economic crisis, Americans have stepped up to help one another in the face of difficulty. This makes 2010 the perfect year to celebrate the fifth anniversary of the Energizer Keep Going(R) Hall of Fame -- a program dedicated to honoring ordinary people with unstoppable energy.

Every day, people from all walks of life are compared to the Energizer Bunny(R), from celebrities and athletes to teachers and crossing guards. In 2006, the Energizer Keep Going(R) Hall of Fame, www.energizer.com/halloffame, began as a way to honor those inspirational people for the energy and perseverance they demonstrate in their daily lives, no matter what challenges they might face. National Baseball Hall of Famer Cal Ripken, Jr. was the first inductee. As the MLB record-holder for the most-consecutive games played (2,632), Ripken understands first-hand what it means to live life with a Keep Going(R) spirit.

"To live your life like the Energizer Bunny(R) means bringing enthusiasm and dedication to all that you do," Ripken said. "Through the Energizer Keep Going(R) Hall of Fame, Energizer is proving that with the right attitude ordinary people can do extraordinary things."

Today, there are five members in the Energizer Keep Going(R) Hall of Fame, and now through April 23, the search is on for the 2010 inductee. That person could be your colleague, your best friend or even you! Cal Ripken, Jr. and the Energizer Bunny(R) are looking for stories about unstoppable people who are living life with passion and verve. The inductee will earn a $10,000 cash prize and a $5,000 donation to his or her favorite charity.

"In the midst of recent challenges, it seems like Americans are demonstrating record levels of perseverance and optimism," said Jim Olsen, Vice President of Marketing for Energizer North America. "We look forward to hearing the inspiring stories that come from this year's Energizer Keep Going(R) Hall of Fame nominations and to honor those incredible people who bring the Keep Going(R) spirit to life."

Past inductees and finalists have been truly inspiring. Many have turned adversity into a path to help others. Some have set lofty goals and persevered until they literally reached the finish line of 50 consecutive marathons or the highest peaks in all 50 of our states. Still others have waltzed into old age with admirable spunk, teaching ballroom dancing lessons well into their 80's. The goal of the Energizer Keep Going(R) Hall of Fame is to create a place where these courageous stories of never-quit spirit can live.

2009 Energizer Keep Going(R) Hall of Fame Inductee In 2009, Energizer welcomed Dee Mills of Masaryktown, Fla., into the Energizer Keep Going(R) Hall of Fame. Dee is a Gold Star Mother. That means she suffered an unimaginable loss when her son Lea was killed in action while serving in Iraq. Dee will tell you, "Once a Marine Mom, always a Marine Mom."

Dee has dedicated herself to helping men and women serving in the military. She formed an organization, Lea's Prayers & Postage, that funds postage for care packages that are shipped overseas. The possibility that those packages might not make it to the troops because people couldn't afford to ship them is unacceptable to Dee. Her energy is boundless as she creatively finds ways to fund her cause. Thousands of packages have been shipped with the help of Lea's Prayers and Postage.

To read more about the other members of the Energizer Keep Going(R) Hall of Fame and finalists that have been honored, visit www.energizer.com/halloffame.

Who do you know? The Energizer Keep Going(R) Hall of Fame call for nominations begins March 8, 2010, and runs through April 23, 2010. People are invited to visit the Energizer Keep Going(R) Hall of Fame web site, www.energizer.com/halloffame, to enter with their own personal stories of perseverance or to nominate someone they know who is like the Energizer Bunny(R). You can also check out the Energizer Bunny(R) Facebook page at www.facebook.com/EnergizerBunny for more information.

The nominees will be narrowed to a field of 100 semifinalists who will be honored in their hometowns. Then the judges will select 10 finalists whose names and stories will be posted online. At that point, America will be given a chance to select the inductee through an online vote. The voting will take place beginning July 6, 2010, and continuing through Aug. 20, 2010. Each vote will trigger a $1.00 donation from Energizer to the Cal Ripken, Sr. Foundation, up to $10,000, which is an organization dedicated to helping disadvantaged young people residing in America's most-distressed communities through baseball-themed programs.

The Energizer Keep Going(R) Hall of Fame inductee will attend a special induction ceremony at the Energizer Keep Going(R) Hall of Fame in St. Louis, Mo. The inductee will also receive a $10,000 cash award and an additional $5,000 will be donated to the charity of his or her choice.

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.

NO PURCHASE NECESSARY TO ENTER OR WIN. The Energizer Keep Going(R) Hall of Fame Contest starts 1:00:00 pm Eastern Time ("ET") on 3/8/10 and ends 11:59:59 pm ET on 4/23/10. Nominators and Nominees must be legal residents of the 50 United States or District of Columbia ("D.C."). Nominator must be 12 years of age or older at time of entry. Void outside the 50 United States, D.C. and where prohibited by law. For complete Official Rules and how to enter go to www.energizer.com/halloffame. Sponsored by Energizer, 533 Maryville University Dr., St. Louis, MO 63141.

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