Energizer's Rechargeable AA Battery Gets a Makeover, Maintains Its Price

09/16/09

Providing a better battery at the same price, Energizer continues advancing rechargeable technology with its new AA

ST. LOUIS, Sept. 16 /PRNewswire-FirstCall/ -- Answering the call for an improved battery from value-conscious consumers, Energizer introduces its new and improved Energizer Rechargeable AA battery. As a result of advances in rechargeable technology, Energizer has increased the capabilities of its widely-used AA rechargeable battery. Consumers will see the benefits in increased charge cycles and longer charge retention while holding capacity at a high rate - all without an increase in price.

"Continuing our work in rechargeable battery technology, we're giving consumers a better value for their money by increasing battery charge retention and the number of charge cycles without an increase in price," said Jeff Ziminski, chief marketing officer, Energizer. "The new Rechargeable AA battery provides an even better reusable battery solution, balancing higher charge cycles for frequent users and greater charge retention for infrequent users."

The improved Rechargeable AA now can be charged up to 500 times, up to 150 more charging cycles than previous Energizer(R) 2450mAh Rechargeable AA. The new battery will continue to last up to four times longer than Energizer(R) Max(R) batteries in digital cameras, but now holds more charge at 6 months than previous Energizer Rechargeable AA. These improvements make the new Energizer Rechargeable AA battery ideal for high drain devices like digital cameras and also a good solution for use in low drain devices, such as remotes and flashlights.

Keeping its MSRP of $11.99 for a four-pack, the Rechargeable AA is now available at Target and will be available this month at other major retailers nationwide.

More information on Energizer's Rechargeable batteries and Charging Systems can be found at ***http://energizer.com/products/recharge/Pages/rechargeable-battery-charger.aspx***.

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.

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