Energizer(R) and Chamillionaire Turn the Spotlight on New Music Talent

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Grammy-Winner Chamillionaire and Energizer Search for New Talent in the Energizer(R) e2(R) Titanium Technology(R) Freestylin' Online Music Contest

ST. LOUIS, March 19, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- The rise from mixtape king to Grammy-winning artist is a dream for aspiring musicians. It became reality for one Houston rapper who celebrates a recent Grammy win for Best Rap Performance of "Ridin'" just one year after releasing his first major label album, The Sound of Revenge. Chamillionaire, now prepping for the release of his encore album Ultimate Victory this summer, teams with the Energizer Bunny(R) to find the next new talent.

The "Energizer(R) e2(R) Titanium Technology(R) Freestylin' Music Contest" rewards rising talent again this year after hundreds of hip-hop hopefuls entered their freestylin' submission in 2006 to get the ear of rapper Slim Thug. This year, Energizer enlists the help of celebrity judge, Chamillionaire. The winner will meet Chamillionaire and perform live at the DUB(R) Magazine's 2007 Custom Auto Show and Concert in Atlanta, Ga., on May 20, 2007. The longest lasting alkaline battery in high-tech music devices wants to spotlight the talents of life's music listeners.

Between now and April 21, 2007, individuals can showcase their freestylin' abilities by visiting www.mySpace.com/energizer to enter the online music contest. Contestants download the beat, record their original lyrics and upload their completed song to enter. The beat was created by two breakthrough producers, Mysto and Pizzi, who have worked with numerous artists such as Justin Timberlake, Deepside, R-Kelly and now Chamillionaire. The entry should be no longer than two minutes and no larger than five mega bytes.

Starting April 29, five semi-finalists will have their songs featured on the contest site for their peers to vote down to the top two finalists. The grand prize winner will be selected by Chamillionaire on May 7.

"Speaking the truth is what I do through my music," Chamillionaire said. "Energizer provides a stage for underground talent to do the same. Let's see who has what it takes to make it happen and get the chance to join me at the DUB Auto Show & Concert in Atlanta."

Through its Energizer(R) e2(R) Titanium Technology(R) battery, the company proves its dedication to supporting music lovers -- listeners and performers alike. Energizer(R) e2(R) Titanium Technology(R) batteries are designed to power a high-tech, on-the-go lifestyle, at a great value. Energizer(R) e2(R) Titanium Technology(R) batteries are the longest lasting AAA alkaline batteries in MP3 players* and the longest lasting AA alkaline batteries in CD players. They are available in AA, AAA and 9-Volt to fit consumer needs.

Additional information on Energizer(R) e2(R) Titanium Technology(R) batteries can be found at www.energizer.com and details on the music contest at www.myspace.com/energizer. To learn more about DUB Magazine and the DUB Magazine's 2007 Custom Auto Show and Concert Tour visit www.dubpublishing.com.

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) e2(R) Lithium(R), the world's longest lasting AA and AAA batteries in high-tech devices, 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.

*Based on ANSI Digital Audio Test

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