Energizer Keeps Innovating: Unveils New Portable Power and Lighting Options to Help Simplify Consumers' Busy Lives

01/04/08

Company to Showcase Lineup of New Products at 'Digital Experience!' In Advance of 2008 International Consumer Electronics Show

News Highlights - Company will showcase an entirely new product line, Energizer(R) Light on Demand(TM), a first-of-its-kind home lighting product line that provides continual lighting by brightening homes on a day-to-day basis and providing emergency light when the power goes out. - Energizer(R) e2(R) Lithium(TM) Metal Lights and the Energizer(R) e2(R) Lithium(TM) Headlight, designed for extreme outdoorsmen, also make their debut at Digital Experience! - Energizer will display the innovative Energi To Go(R) Portable Power for iPod(R), a battery-powered device that provides up to 46 hours of music playback on an iPod(R) nano. - Also on display will be the award-winning Energizer(R) Family Charger, along with the entire line of Energizer Rechargeable chargers -- the world's number one rechargeable brand, according to consumer researcher ACNielsen.

LAS VEGAS, Jan. 4 /PRNewswire-FirstCall/ -- Building on its leadership in lithium and rechargeable technology, Energizer is unveiling innovative and creative portable power solutions for consumers with a variety of new products at "Digital Experience!," prior to the 2008 International Consumer Electronics Show (CES). The company will also be showcasing its CES-award-honorees as it continues to deliver on its promise of ensuring that consumers always have the power they need.

Energizer has always been at the leading edge of battery technology-it introduced the first alkaline battery nearly 50 years ago and 15 years ago introduced the first lithium AA batteries. The success of Energizer(R) e2(R) Lithium(TM), the world's longest-lasting AA and AAA batteries, has helped pave the way for a new generation of high-tech, portable power devices, such as the Energi To Go(R) Portable Power for iPod(R) and the new lights being unveiled this week.

"With the products on display at Digital Experience!, we're showing the true potential of our technology today," said Jeff Ziminski, Chief Marketing Officer, Energizer. "Whether we're bringing creative technical applications to an existing category, as we are with our e2(R) Lithium(TM) Metal Lights, or are creating an entirely new product category, as with the Light on Demand(TM) line, we continue to look for new ways to power consumers' busy lives."

Over the course of the conference, Energizer will be displaying a variety of products, including:

-- Energizer(R) Light on Demand(TM): This innovative new line offers seven models that provide versatile lighting for everyday and emergency use in the home. At the heart of each Light on Demand(TM) model is a removable light stick, which is equipped with internal, rechargeable batteries. The lights can function in their specific unit, and in most of the products in the line, they also are detachable and can serve as an area light and/or flashlight. In an extended power outage, each model can also run on three Energizer AAA batteries, providing continual emergency lighting.

-- Energizer(R) e2(R) Lithium(TM) Lighting Products: These innovative lights, powered by Energizer(R) e2(R) Lithium(TM) batteries, offer cutting-edge technology and rugged design to meet lighting needs of outdoor enthusiasts. The virtually indestructible Energizer(R) e2(R) Lithium(TM) Metal Lights use bright Cree LEDs that produce up to 110 lumens and have advanced circuitry that allows users to set light output to any level to balance needed light with maximum runtime. The Energizer(R) e2(R) Lithium(TM) Headlight is designed to provide hands-free light to the most extreme outdoorsmen. The headlight boasts a high-performance LED that produces 80-100 lumens and comes equipped with a "boost" mode to drive over 140 lumens for a short period of time.

-- Energizer(R) Energi To Go(R) Portable Power for iPod(R): This battery-powered device charges and provides extended play time to a variety of iPod(R) models. Designed to complement the iconic styling of the iPod(R), the award-winning compact charger travels easily and is exceptionally lightweight. When powered with Energizer(R) e2(R) Lithium(TM) AA batteries, the Portable Power for iPod(R) delivers more than 40 hours of music playback and 11 hours of video playback on a 30GB iPod(R) with video.

-- Energizer(R) e2(R) Rechargeables: Committed to providing the right rechargeable system to meet the power needs of consumers, Energizer will display its entire line of easy-to-use chargers and long-lasting

NiMH batteries. The world's leading rechargeable brand boasts innovative designs that are compatible with today's power-hungry families. Energizer's AA 2450 mAh rechargeable NiMH batteries last up to four times longer in digital cameras than AA Energizer(R) MAX(R) batteries, can be charged hundreds of times and hold their charge up to six months. The lineup includes the award-winning Energizer(R) Family Charger, which charges a family of its own -- up to eight AAA, eight AA, two 9V, four C and four D batteries -- and the Energizer(R) Duo Charger, which meets the demands of the high-tech, portable power user. Using a USB port or a wall outlet, the Duo Charger can charge two AAAs or two AAs in as little as two hours or five hours, respectively.

Energizer Products Are Named Innovations 2008 Design and Engineering Award Honorees

Showcasing its leadership in consumer innovation, two Energizer products took honors in the International CES Innovations 2008 Design and Engineering Awards competition. The Energizer(R) Family Charger and the Energizer(R) Energi To Go(R) Portable Power for iPod(R) each took honors in the Portable Power category.

As a widely-renowned consumer technology awards program that began in 1989, the prestigious Innovations Design and Engineering Awards recognize achievements in product design and engineering. It is sponsored by the Consumer Electronics Association (CEA), the producer of the International CES, the world's largest consumer technology trade show, and endorsed by the Industrial Designers Society of America (IDSA), the voice of industrial design, committed to advancing the profession through education, information, community and advocacy.

"It's exciting to see that our commitment to innovation is being recognized," said Ziminski. "The Energi To Go(R) Portable Power for iPod(R) and Energizer(R) Family Charger are just two examples of this commitment and

we're proud to have them represent Energizer's vast portfolio of products that provide convenient, portable power solutions which help consumers keep going."

Each of the product lines on display at Digital Experience! are currently available at retailers nationwide, with the exception of the Energizer(R) Light on Demand(TM) products, which will be available at Target stores nationwide beginning in February, and the new e2(R) Lithium(TM) Lighting products, which will ship to retail later this month.

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) e2(R) Lithium(R) and Energizer(R) e2(R) Titanium Technology(R) performance brands; and Nickel Metal Hydride (NiMH) Rechargeable batteries and chargers.

The Energizer product line also includes specialty batteries for hearing aids and medical devices, 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 technology leader as it launches its Energizer(R) Energi To Go(R) line of portable battery-driven power packs for cell phones and iPod(R) devices.

iPod(R) is a registered mark of Apple Computers, Inc.

SOURCE Energizer Holdings, Inc.
CONTACT: Jackie Burwitz of Energizer Holdings, Inc., +1-314-985-2169, JacquelineE.Burwitz@energizer.com; or Bob Rybarczyk, +1-314-552-6731, cell, +1-314-602-1795, brybarczyk@webershandwick.com; or Margaret Welch, +1-314-995-3939, cell, +1-314-703-1212, margaretw@blickandstaff.com, both for Energizer Holdings, Inc.