Energizer(R) Unveils New Power Solutions That Help Consumers' Electronics Keep Going(R)

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New Energizer(R) Energi To Go(R) Products Offer Solutions in Solar Charging Technology, Rechargeable Power Packs and Emergency Chargers

ST. LOUIS, June 24 /PRNewswire-FirstCall/ -- From power for iPhone(TM) and Smart phones to netbooks and camcorders, Energizer continues to develop innovative and creative portable power solutions for on-the-go consumers. Making its debut will be the new line of Energizer(R) Energi To Go(R) branded rechargeable power packs and emergency charger products for all types of mobile electronic devices.

"Our goal is to make consumers' lives easier by giving them the power that they need, when and how they need it," said Jeff Ziminski, Chief Marketing Officer, Energizer. "Our newest Energi To Go products use the latest rechargeable charging technology to help people - and their high drain gadgets - Keep Going(R)."

The Energi To Go line, which currently features the Energi To Go(R) Portable Power for Cell Phones, is greatly expanding to include rechargeable power packs that use lithium polymer battery technology to power a wide variety of mobile electronic devices including Smart and cell phones, iPhone(TM), iPod(R) and MP3 players, GPS units, digital cameras and camcorders, netbooks and laptops. Over 10 new products will be available nationwide within the next month, including:

-- Energizer(R) Energi To Go(R) XP, a line of portable power systems includes seven products that ranging in size and power from a 600 mAh wallet-sized charger for cell phones to a 18,000 mAh charger that can power up to three devices at once, including a laptop computer.
-- Energizer(R) Energi To Go(R) AP, chargers designed to mimic the shape and styling of the iPhone(TM) giving users up to double the life.

-- Energizer(R) Energi To Go(R) SP, solar-driven power packs available in

1000 mAh and 2000 mAh options.

To ensure ongoing compatibility with new and emerging devices, Energizer will offer consumers additional benefits and support when they purchase Energi To Go(R) Rechargeable Power Packs, including:

-- Online Tip Finder - An online guide that will help consumers find the right tip for their use with an iPhone(TM), cell phones, Smart phones, Bluetooth(R), MP3 players, portable DVD players, DS & Gaming systems, digital cameras, digital camcorders, GPS systems, PDAs, netbooks, laptops or e-books.

-- TipFit Guarantee - Energizer will offer tips to fit any device or they will have it produced at no additional cost.

-- Tips for Life - Owners can get two free tips a year for the life of the Energi To Go(R) product to ensure that as consumers purchase new devices they will have the right tips to charge them.

-- Pre-Charged Power Packs - All Energi To Go(R) products come ready to use out of the box and are guaranteed to hold a charge for one year from the born date.

-- Free Battery Check - Consumers will also be able to log onto the Energi To Go website and use an online guide to check the remaining charge life of their product.

"Devices like phones, cameras and laptops are getting smaller and decreasing battery size, while battery capacity is being put to the test as digital devices get smarter and faster," said Bob Kearns, Director New Business Development at Energizer. "Energizer is committed to delivering innovative solutions to power people's lives and, in doing so, will build upon our current Energi To Go offering to include these convenient, easy-to-use rechargeable power packs."

The Energizer Energi To Go product line extension is through a licensing partnership with XPAL Power, a California-based tech company that specializes in creating rechargeable power packs that use lithium polymer battery technology. Energizer has entered into several strategic partnerships and licensing agreements to continue its mission to power people's lives. Additional Energizer power and charging solutions are available for everything from gaming devices to car batteries. Two recent introductions include:

-- The new Energizer(R) Power & Play(TM) Induction Charge System allows gamers to charge up to two Wii remotes without having to remove remote sleeves, Wii Motion Plus or lanyards. The Energizer Induction Charge System uses contactless charging, allowing gamers to simply drop the Wii remote into the cradle - no fussing with wires or battery packs

necessary. Available nationwide now at a suggested retail price of $49.99.

-- Three new efficient, reliable and user-friendly automotive products including an Energizer power inverter, jump starter and all-in-one inverter, jump starter and air compressor. The new line was developed through a partnership with Universal Power Group (UPG), and will be available this summer. Prices vary by model and range from $39.99 to $139.00.

The new Energizer(R) Energi To Go(R) portable power packs will be available nationwide beginning in July in Staples stores and online atAmazon.com and Buy.com. It will also be available mid-summer to early-fall in additional retailers nationwide. Prices vary by model and range from $19.99 to $199.99.

For ongoing updates on product developments, visit the Energi To Go Facebook fan page or follow @EnergiToGo on Twitter.

For more information and downloadable images, visit the Energizer Energi To Go online media kit at **www.tinyurl.com/EnergizerEnergiToGo**.

Energizer Holdings, Inc. (NYSE: ENR), **www.energizer.com**, headquartered inSt. 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 Energizer(R) Rechargeable(R) 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 a technology leader for on-the-go lifestyles with its Energizer(R) Energi To Go(R) line of portable battery-driven power packs for cell phones and for use with iPod(R) devices.

About TennRich International Corporation/XPAL Power

TennRich International Corp. was established in 1986, and started as a trading company, which dealt primarily with self-adhesive tapes and electronics applications. In the ensuing 22 years, TennRich was supported by a high level of technology, nurtured and developed under its company ideals of Pioneering Spirit and Creativity. Thanks to these advanced technologies,TennRich has been manufacturing and selling a variety of product lines including EMI/RFI conductive fabric/foil over foam gasket, Flexible Flat Cable, Thermal Interface Materials, Electronics Adhesive Tapes, Computer Label Stocks for 3C industries and eventually (in 2001) Portable Power Banks. In 1999 TennRich was awarded ISO9002 quality certification. For over 20 years,TennRich has served as a strong supplier and partner to many of the top brands in electronics worldwide and has distributed product and components in over 100 countries. TennRich has over 2000 employees and colleagues around the world.

XPAL Power is based in California and is the sales and marketing arm andBrand Name (XPAL) for TennRich International Corp's line of lithium polymer portable power packs. XPAL Power products target a specific need - portable power for mobile electronic devices - and provide a convenient and compact source of power to charge or power any device, anywhere. XPAL Power owns numerous product and service patents, trademarks and offers over 15 products currently in its lineup. XPAL Power provides award-winning design innovation and focuses on battery quality and safety first and foremost.

For more information go to **www.xpalpower.com**

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