The Power to Keep Going(R): Energizer(R) and Acclaimed Designer Partner with Susan G. Komen for the Cure to Power up Breast Cancer Awareness Month

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ST. LOUIS--(BUSINESS WIRE)--Sept. 17, 2008--For the fifth consecutive year, Energizer and its Energizer Bunny(R) are joining forces with Susan G. Komen for the Cure(R) to provide encouragement and support for breast cancer patients, survivors and caregivers across the country. In addition to donating proceeds from battery sales and offering complimentary spa services for survivors during Susan G Komen for the Cure(R) Race for the Cure(R) events, this year the company known for its never-quit spirit is teaming up with celebrated designer Stephanie Johnson to kick off its October effort to help find the cure for breast cancer.

In honor of National Breast Cancer Awareness month, accessories designer Stephanie Johnson has created an exclusive cosmetic bag for Energizer in support of Komen for the Cure. The pink bag is available this October by mailing in proofs of purchase from three Energizer battery packs. For every cosmetic bag redeemed, Energizer will donate $1 to the organization, up to $15,000.

In traditional Stephanie Johnson style, the bag is both functional and attractive with a pink, woven cloth exterior, classic silver piping and a breast cancer awareness ribbon zipper pull. Johnson was recently profiled in The Wall Street Journal for her successful transition from a high-powered telecom executive into a successful "bag maven." Her designs have been featured in leading publications, including InStyle, Shape and O Magazine, as well as seen in the hands of many celebrities.

"I'm excited to design a special, versatile bag benefiting breast cancer research," said Johnson. "It's very rewarding to be doing what you love while joining forces with Energizer and, together, supporting a great cause, such as Susan G. Komen for the Cure."

In addition to the cosmetic bag, Energizer will also support breast cancer research by continuing its annual commitment to donate 50 cents to Komen for the purchase of any Energizer(R) MAX(R) AA-8 pack during the month of October, with a donation of up to $250,000 and a minimum of $100,000 guaranteed. Special-edition pink batteries will be available at select retailers with proceeds benefiting Komen as well.

"As a company, Energizer is dedicated to supporting the fight for a cure and to encouraging those people affected by breast cancer to stay strong in their fight," said Betsy Laakko, Director of Marketing for Energizer. "Battling breast cancer is a long and difficult journey. We hope individuals facing the disease know they are not alone in their fight, and wish them the perseverance and spirit of the Energizer Bunny(R)."

Along with marking the fifth year of its collaboration with Susan G. Komen for the Cure(R), Energizer is celebrating its second year as a national Komen Race for the Cure(R) Series Sponsor. This year, 70 communities and more than 1.5 million people will hear the Keep Going(R) message through Energizer's national race sponsorship and the Energizer ReTreat program. The Energizer ReTreat is a mobile spa that will travel to 20 communities - more than 20,000 miles - in 2008, stopping at local cancer centers and Komen Race for the Cure events to provide free manicures and massages to thousands of breast cancer patients, survivors and caregivers to help them relax, recharge and remain strong.

The Energizer ReTreat staff distributes information about breast cancer and the importance of early detection. Visitors receive pink nail polish to match the color of the Energizer Bunny(R), pink nail files with the Energizer tagline Keep Going(R) and product coupons. Energizer Bunny(R) ears are given to the crowds to encourage them throughout the race.

"Since 1982, Susan G. Komen for the Cure(R) has been on a mission to end breast cancer forever," said Katrina McGhee, vice president of marketing at Komen for the Cure. "Partners like Energizer are an integral part of seeing that mission realized. Whether it's a cosmetic bag that raises money for research or a mobile spa that encourages survivors to relax and recharge, Energizer has been committed to letting people affected by breast cancer know they are not alone."

For more information about the Stephanie Johnson cosmetic bag, the Energizer ReTreat and Energizer's support of Susan G. Komen for the Cure(R), visit www.energizer.com/komen.

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

The Energizer 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 brings consumer insight and innovation to these important household devices. 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 and audio devices.

About Susan G. Komen for the Cure(R)

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen Race for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure(R), we have invested more than $1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen Race for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

About Stephanie Johnson

Stephanie Johnson (www.stephaniejohnson.com) launched her line of namesake travel accessories in 2000, after 13 years as a vice president of sales and marketing for MCI-WorldCom. She began working out of her home, but in 2001 she expanded to an office/loft space in her hometown of Venice, Calif. Her first major order was to Los Angeles-based clothier, Fred Segal. Johnson designs new collections seasonally and continues to introduce new shapes, including tote bags and roller bags as well.

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