ENERGIZER Named CES Innovations 2011 Design and Engineering Award Honoree

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Both the *Energizer*® Inductive Charger and the *Energizer*® Recharge® Smart(TM) Charger recognized as industry's top new portable power products

NEW YORK, Nov 09, 2010 (BUSINESS WIRE) -- *Energizer* today announced that it has been named an International CES Innovations 2011 Design and Engineering Awards Honoree in the Portable Products category for both the *Energizer*® Inductive Charger, which brings consumers new freedom to charge smart phones without cords and clutter, and the *Energizer*® Recharge® Smart(TM) Charger, which provides detailed information about the charging status of batteries.

Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor outstanding design and engineering in cutting edge consumer electronics products across 35 product categories.

The *Energizer*® Inductive Charger brings the new universal charging standard - Qi (chee) - to consumers, for convenient charging for smartphones now and in the future, regardless of manufacturer. This exciting new development in inductive technology will ultimately enable consumers to charge any portable device 5 Watts or less that is Qi-enabled or has Qi built in. This includes phones, mp3 players, digital cameras, GPS devices and more.

Energizer, the very first to bring a full suite of Qi-certified products to market, launched the Inductive Charger in October with a Qi Sleeve for the iPhone® 3GS/3G and a one-time replacement Qi Door for the Blackberry® Curve(TM) 8900. A Qi sleeve for the popular iPhone® 4 is forthcoming and it is anticipated that consumers will soon see many more many more Qi-compatible devices from manufacturers. The Inductive Charger also features two large charging zones that don't require locking the device into a precise position, and a USB port to meet additional charging needs. It is being sold for $89.00 and the Qi door and sleeve are each sold separately for $34.99.

The new *Energizer*® Recharge® Smart(TM) Charger was developed in response to consumer interest in understanding more about their batteries' charging status, so they can avoid being caught off guard without fully-charged batteries for video cameras, digital cameras, favorite toys and much more. It features a large LCD screen with a countdown clock displaying remaining charging time and a fuel gauge indicating the current level of power in the inserted NiMH rechargeable batteries.

The ENERGY STAR®-certified *Energizer*® Recharge® Smart(TM) Charger also features a steady charge rate, which extends the number of battery life cycles, and a bad battery alert that automatically indicates if the batteries are no longer useful or if a disposable battery has been inserted by mistake.

This latest innovation in battery chargers comes right on the heels of new and improved *Energizer*® Recharge® NiMH AA batteries. These 2300 mAh batteries can now be charged up to 250 MORE** times, and will last up to 4X longer* in digital cameras.

The Energizer® Recharge® Smart(TM) Charger is available nationally for an MSPR of $19.99 and charges AA or AAA NiMH rechargeable batteries.

The prestigious Innovations Design and Engineering Awards have been recognizing achievements in product design and engineering since 1976. It is sponsored by the Consumer Electronics Association (CEA)®, the producer of the **International CES**, the world's largest consumer technology tradeshow.

The Energizer® Inductive Charger and the Energizer® Recharge® Smart(TM) Charger will both be displayed at Digital Experience taking place at Caesar's Palace on January 5, 2011, the eve of the 2011 International Consumer Electronics Show, which runs January 6-9, 2011. The Innovations Design and Engineering Showcase will feature honorees by product category in the Grand Lobby of the Las Vegas Convention Center and will also be featured at CES Unveiled: The Official Press Event of the International CES on Tuesday, January 4.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities
- The product's intended use/function and user value
- Unique/novel features that consumers would find attractive
- How the design and innovation of the product compares to other products in the marketplace

Products chosen as Innovations honorees reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.

Innovations 2011 Design and Engineering honoree products are featured on **www.CESweb.org/Innovations**, which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

About Energizer

Energizer Holdings, Inc. (NYSE: ENR), headquartered in St. Louis, Mo., is one of the world's largest manufacturers of primary batteries, portable battery-powered devices, and portable flashlights and lanterns. Energizer is a global leader in the dynamic business of providing power solutions with a full portfolio of products including *Energizer*® brand battery products*Energizer*® MAX® premium alkaline; *Energizer*® *Ultimate Lithium*; *Energizer*®*Advanced Lithium*; Rechargeable batteries and charging systems; and portable flashlights and lanterns.

Energizer continues to fulfill its role as a technology innovator by redefining portable power solutions to meet people's active lifestyle needs for today and tomorrow with *Energizer*® Energi To Go® chargers for rechargeable portable devices; charging systems for wireless video game controllers; and specialty batteries for hearing aids, health and fitness devices, as well as for keyless remote entry systems, toys and watches. Energizer is redefining where energy, technology and freedom meet to bring to market consumer-focused products that power the essential devices that help people stay connected and on the go at work and at play. Visit **http://www.energizer.com/**, **www.facebook.com/energizerbunny** or **www.facebook.com/energizer**.

*vs. *Energizer*® MAX®, AA only. Results vary by device and usage.

**vs. *Energizer*® 2450 mAh Rechargeable AA battery.

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BlackBerry and related trademarks, names and logos are the property of Research in Motion Limited and are registered and/or used in the U.S. and countries around the world.

Photos/Multimedia Gallery Available: **www.businesswire.com/cgi-bin/mmg.cgi?eid=6505364&lang=en**

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