Energizer, Cartel Power Up for First Headlining Tour, New Music Funding Program

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Musicians and bands to get cash from Energizer for gear to keep going

ST. LOUIS, Feb. 16 /PRNewswire-FirstCall/ -- Energizer will be lighting up the stage with Cartel, the high-energy rock band, as they embark on their first headlining tour this February. The House of Blues tour showcases the "keep going" attitude of Cartel whose hit single, "Honestly" garnered more than a million streaming downloads last year. Coupled with Energizer(R) e2(R) Titanium Technology(R) - the high performance, the longest lasting AAA alkaline battery in MP3 and AA alkaline battery in CD players* - the tour is set to be one of the most powerful hitting music scene this spring.

To help the music keep going beyond the tour, Energizer continues to support up-and-coming musicians and music lovers through the Energizer(R) e2(R) Titanium Technology(R) Long Live Music Contest. The company is inviting musicians to submit a video or written essay on what they need to keep their own music going. Winning bands will receive a cash prize to help fund their request for anything from merchandise and equipment to studio and production time.

"Energizer is dedicated to helping new musicians - like us, to reach their goals in an extremely competitive industry," said Will Pugh, lead vocal and guitar for Cartel. "The Energizer Long Live Music Contest is an example of just that. We're excited to be a part of something that gets cash to deserving artists to help them keep the music going."

Pugh, along with the rest of the members of Cartel, join a panel of music industry professionals to judge the entries collected at www.myspace.com/energizer from February 16 to March 31. The top musician or band also wins a trip to meet Cartel at their final tour stop in April.

While tickets for the 38-city tour are on sale now at www.hob.com, Energizer simultaneously provides fans a chance to win a trip and back stage passes to the Fort Lauderdale, Fla., show April 26. Music-lovers can enter the sweepstakes at www.hob.com by March 23. Winners will be notified by March 29.

Energizer's high-energy street teams offer free music downloads to concert-goers throughout the tour and coupons are available now for Energizer(R) e2(R) Titanium Technology(R) batteries at www.hob.com. Unique "text and win" opportunities for fans to meet Cartel back stage or to get free tickets to select shows will be announced on local radio stations. Fans also can keep tabs on Cartel through a series of Energizer-sponsored podcast episodes at www.hob.com and befriend Energizer at www.myspace.com/energizer.

The tour, which began February 7 in Carrboro, N.C., and concludes in Fort Lauderdale, Fla., April 26, brings the pop-rock energy of Cartel along with that of Cobra Starship and Boys Like Girls. Permanent Me, Quiet Drive and New Atlantic will share a few dates of the tour as well. For more information on tour dates and ticket sales, visit www.hob.com. For details on the Energizer(R) e2(R) Titanium Technology(R) Long Live Music Contest visit www.myspace.com/energizer.

* Best performing AA alkaline battery in CD Players and AAA alkaline battery in MP3 Players. Based on the ANSI Digital Audio test.

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) e2(R) Lithium(R) 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(TM), portable battery-driven power packs for cell phones.

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CO: Energizer; House of Blues

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