ADDING MULTIMEDIA Energizer Recognized as a 2012 International Housewares Association Innovation Award Winner

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Ambiana Desk Light Wins Top Honors in the Home Décor + Gifts Category

ST. LOUIS--(BUSINESS WIRE)--Mar. 12, 2012-- *Energizer* was named a 2012 International Housewares Association Innovation Award winner for its *Ambiana* Collection Desk Light at this year's International Home + Housewares Show which was held in Chicago from March 10 – 13. Advanced, touch-sensing technology and the latest in LED capabilities paired with a stunning, modern look made the light a standout in the Home Décor + Gifts category. A panel of expert judges, including seasoned designers, retailers and industry experts, selected this stylish desk light to represent the best in design and technology, and gave the light high marks for its cutting-edge features.



The *Energizer*® *Ambiana* Desk Light has a contemporary, flowing form crafted in a luxurious pearlescent white or black and finished with a high-end gloss for a sophisticated look. With innovative touch-controlled technology, consumers can quickly and easily change the intensity or angle of light to effectively illuminate a workspace. The sleek curved design adds a touch of elegance to any table or desk.

Energizer Ambiana Desk Light, winner of the 2012 IHA Innovation Award, is the newest addition to the comprehensive portfolio of stylish household lights from Energizer. (Photo: Business Wire)

"We are very proud to be recognized with this honor for our newest desk light," said Anne Bannister , General Manager of Strategic Ventures at *Energizer*. "This light is a great representation of how beautiful design and unparalleled technology combine to bring consumers an upscale lighting option that is unlike anything they've experienced before."

This is *Energizer* Household Lighting's first year at the International Home + Housewares Show. *Energizer* entered the household lighting market in October 2011 with the launch of its *Glas* and *Edge* Collections, which include accent lights, task lights such as under cabinet and desk lights and a unique set of lights that mimic the realistic flicker of a flameless candle with a holder all in one. *Energizer* has enhanced its offerings with the new *Ambiana* Collection that includes accent lights, a line of flameless wax candles as well as LED bulbs, which all debuted at this year's International Home + Housewares Show.

About Energizer

Energizer Holdings, Inc. (NYSE: ENR), headquartered in St. Louis, MO, is one of the world's largest manufacturers of primary batteries, 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, lanterns, and most recently comprehensive household lighting collections.

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 **www.energizer.com/lighting**.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50200319&lang=en

Source: Energizer Holdings, Inc.

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