Forecasters Predict Busier Than Normal Hurricane Season

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The International Association of Fire Chiefs, Energizer and the American Meteorological Society Team Up to Help Hurricane Prone Communities Get Prepared

ST. LOUIS, MO, May 25, 2010 (MARKETWIRE via COMTEX) --On average, 11 tropical storms, six of which turn into hurricanes, develop each year in the Atlantic Ocean, Caribbean Sea or Gulf of Mexico.* But, according to a recently released forecast from Colorado State University, 2010 is expected to be a busier than normal hurricane season in the Atlantic basin and along the Gulf Coast and Eastern Seaboard in the United States. The International Association of Fire Chiefs (IAFC), Energizer (NYSE: ENR) and the American Meteorological Society (AMS) are working together to help encourage families in hurricane-hazard areas to take a few minutes to get prepared ahead of the storm and gather necessary emergency supplies and back-up power items.

"If this hurricane season is as busy as predicted, it is so important for people to listen to the warnings and prepare ahead of time for potential hazardous weather situations to come," said Keith Seitter, CCM and Executive Director of the American Meteorological Society.

Power outages can put families at risk for potentially harmful and serious outcomes. A simple way to prepare for inconvenient and unavoidable power outages is to have an emergency power kit ready before the blackout occurs. Through the Energizer Keep Safe. Keep Going(R) public safety campaign, Energizer, the AMS and the IAFC, along with local fire departments, are working together to provide tips for building a complete emergency power kit. In addition, they offer ways for families to stay powered and connected during hurricanes and other powerful storms and provide critical reminders about the importance of resisting the urge to use candles as light sources during power outages.

"Candles cause an average of nearly 15,000 home fires each year, resulting in significant numbers of preventable injuries and deaths," said Chief Jeffrey Johnson, EFO, CFO, MIFireE and president of the International Association of Fire Chiefs. "We cannot stress enough the importance of having an emergency power kit and using flashlights and lanterns instead of candles during power outages. They can literally be a beacon of light in a storm and help prevent needless home fires caused by candles."

What to Include in Your Emergency Power Kit

-- Battery-powered radio or crank radio, to keep your family apprised of current weather-related news.
-- Plenty of extra batteries (AA, AAA, C, D and 9-volt). Energizer(R) Ultimate Lithium batteries have a long storage life, perform well in extreme temperatures and are perfect for use in LED flashlights and other high-tech devices, while Energizer(R) MAX(R) batteries are an ideal power source for standard flashlights and lanterns.
-- Specialty batteries. Your health is your most important asset. Don't forget the specialty batteries that power critical health devices like hearing aids and blood glucose and blood pressure monitors.
-- Flashlight for every member of the family. Use flashlights instead of candles when the power goes out. Energizer(R) Weatheready(TM) lights feature long-lasting LED technology and are designed to keep your family out of the dark.
-- Battery-powered cell phone charger, to help keep the lines of communication open. Energizer(R) Energi To Go(R) power packs help keep cell phones charged.

"Through the Energizer Keep Safe. Keep Going(R) program, we are encouraging families in those areas of the country that could see hurricane activity to not be caught in the dark but rather to get ready for potential blackouts by preparing their own back-up power kits," said Jim Olsen, Vice President of Marketing for Energizer North America. "It's a simple task that can help families stay safe and connected during the storm."

In addition to back-up power, it is important to gather additional emergency supplies, such as water and nonperishable food, and to be sure to have copies of important documents, such as medical records and insurance papers. For a complete list of tips for preparing for storms and important home fire safety tips, visit www.energizer.com/preparedness.

About The International Association of Fire Chiefs The IAFC, www.iafc.org, represents the leadership of over 1.2 million firefighters and emergency responders. IAFC members are the world's leading experts in firefighting, emergency medical services, terrorism response, hazardous materials spills, natural disasters, search and rescue, and public safety legislation. Since 1873, the IAFC has provided a forum for education, the exchange ideas, and the promotion of community and firefighter safety. The organization is co-founder with Energizer on the long-running Change Your Clock Change Your Battery(R) campaign to promote working smoke alarms and carbon dioxide detectors.

About the AMS The American Meteorological Society, www.ametsoc.org, promotes the development and dissemination of information and education on the atmospheric and related sciences, technologies, applications, and services for the benefit of society. Founded in 1919, AMS has a membership of more than 14,000 professionals, professors, students, and weather enthusiasts. The AMS publishes leading international scientific journals, organizes scientific conferences, and promotes educational outreach on weather and climate.

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(R) brand battery products Energizer(R) MAX(R) premium alkaline; Energizer(R) Ultimate Lithium; Energizer(R) 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(R) Energi To Go(R) 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, www.facebook.com/energizerbunny.

*Sources: NOAA's National Weather Service, Colorado State University, NFPA

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SOURCE: Energizer

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