Energizer awarded the IAFC's President's Award for 25 years of Fire Safety Efforts

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ST. LOUIS--(BUSINESS WIRE)--Aug. 16, 2013-- The International Association of Fire Chiefs (**IAFC**) honored *Energizer* with its distinguished President's Award of Recognition at this year's Fire-Rescue International conference in Chicago, in recognition of their 25-year commitment to the national fire safety campaign, *Change Your Clock Change Your Battery*®. The President's Award is presented to individuals from the fire and emergency service community who have contributed in a significant way during the president's term. This is only the second time in the award's history that the honor has been bestowed on a corporation.

For 25 years, the *Change Your Clock Change Your Battery* program has been dedicated to sharing the life-saving reminder to change the batteries in your home's smoke and carbon monoxide detectors when you change your clocks for daylight saving time. Collectively, *Energizer* has donated more than 5 million batteries through the campaign, distributed as part of the neighborhood canvasses organized by *Energizer* and the IAFC with local fire departments across the country each year to help deliver the message of fire safety to families' doorsteps.

"One of my first actions as president was to kick-off the 25th anniversary campaign of *Change Your Clock Change Your Battery* in my hometown of Chicago," said Chief Hank Clemmensen, IAFC President and Chairman of the Board. "The excitement *Energizer* brought to the event radiated though the IAFC, the fire department, the school children who joined us and the community. It is why this program continues to be a success."

The *Change Your Clock Change Your Battery* campaign is one example of the *Energizer* philosophy – *that's positivenergy*™ – brought to life. The philosophy is rooted in the company's commitment to performance combined with responsibility.

"Twenty-five years ago, we realized the crucial role that a working battery in a smoke alarm plays in helping to give families the critical extra time to escape a home fire. We felt a responsibility to do our part in helping to keep families safe," said Alan Hoskins, President & CEO with *Energizer*. "Today, it's inspiring to look back on the millions of batteries donated and the lives that *Energizer* has helped to save as a result of the *Change Your Clock Change Your Battery* program – as we like to say, *that's positivenergy*!"

“It has been incredible to watch this program grow from two fire departments in 1987 to more than 6,400 departments nationwide today,” continued Clemmensen. “We’re pleased to be able to honor *Energizer* with this award as a way to thank them for their continued leadership in promoting fire safety and helping to keep families and communities safe.”

This fall, leading up to the daylight saving time change Nov. 3, 2013, *Energizer*, the IAFC and firefighters across the country will once again hit the streets to spread the life-saving message of *Change Your Clock Change Your Battery* and distribute 250,000 *Energizer*® batteries to help keep families safe. For more information on the program, visit **energizer.com**.

About *Energizer*

Energizer Holdings, Inc. [NYSE: ENR], headquartered in St. Louis, MO, is one of the world’s largest manufacturers of primary batteries 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 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** or **www.facebook.com/energizer**.

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