Energizer Introduces World's First High-Performance Battery Made with Recycled Batteries

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Energizer® EcoAdvanced™ AA battery, made with 4 percent recycled battery material, delivers long-lasting power while creating less impact on the planet

ST. LOUIS--(BUSINESS WIRE)--Feb. 3, 2015-- *Energizer Household Products*, a division of Energizer Holdings, Inc. (NYSE: ENR) is once again leading the battery industry with its latest innovation, *Energizer®* EcoAdvanced™, the world's first AA battery made with four percent recycled batteries. *Energizer* EcoAdvanced is Energizer's highest performing alkaline battery and powers consumers' most critical devices while creating less impact on the planet.

"Industry experts long believed it was impossible to create a battery made with recycled batteries while maintaining performance," said Michelle Atkinson, Chief Marketing Officer. "Our scientists welcome a challenge and have spent the past seven years creating just that – *Energizer* EcoAdvanced – our highest performing alkaline battery and the world's first AA battery made with four percent recycled battery material."

Energizer scientists created proprietary partnerships and an innovative approach that refines and transforms recycled battery material into a high-performance active ingredient. This ingredient, used in conjunction with energy rings, results in a long-lasting battery that has less impact on the planet – both by requiring less mining of virgin material in the manufacturing process and by reducing the amount of batteries consumers need to power their devices, resulting in less waste.

"Today we are introducing a high-performance AA battery made with four percent recycled batteries," said Atkinson. "Our future innovations will continue to reduce the impact *Energizer* batteries have on the planet. By 2025, our vision for *Energizer* EcoAdvanced is to increase the amount of recycled battery material ten-fold to 40 percent."

Energizer is committed to bringing positive energy to the world by creating less waste and working toward a future where recycling is more broadly available. *Energizer* EcoAdvanced is the first step in creating value for recycled battery material, which until today has had little or no economic value.

Energizer EcoAdvanced is another in a long line of innovative "firsts" from Energizer in the battery category. *Energizer* introduced *Energizer* Ultimate Lithium, the world's longest lasting AA and AAA batteries in high-tech devices, the world's first dry cell battery, and the world's first watch battery. *Energizer* was also the first to remove mercury from alkaline and hearing aid batteries, and the first to create child resistant packaging to mitigate coin cell ingestion by children, along with an awareness campaign.

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 and lanterns. Visit **www.energizer.com**.

Source: Energizer

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