Change Your Clock Change Your Battery(R): The Energizer Bunny(R) Brigade Encourages Parents to Take Steps to Improve Fire Safety at Home

10/19/11

ST. LOUIS, MO, Oct 19, 2011 (MARKETWIRE via COMTEX) --

Whether it's providing a band-aid for a scraped knee or equippingtheir cars with safety seats, parents are the first line of defensefor their children at home. This October, as part of National FirePrevention Awareness Month, Energizer (NYSE: ENR) and theInternational Association of Fire Chiefs (IAFC) are asking Moms andDads to take a vital step to keep their kids safe at home -- ChangeYour Clock Change Your Battery(R).

Throughout October, Energizer is inviting parents across the countryto join the Energizer Bunny(R) Brigade on Facebook(www.facebook.com/energizerbunny) for a chance to win free smokealarms and batteries for their home or a grand prize of a home firesafety makeover. It's a fun way to get people thinking about animportant topic -- home fire safety -- and sharing positivity withintheir communities.

"As parents we've got a lot on our minds -- jobs, busy schedules,filling hungry tummies -- so it's easy to let home fire safety slipfrom our radars," says Melissa Gerstein, host of NBC's Moms And TheCity. "You never think a fire will strike your home, but it certainlycould and it's important to take as many proactive steps as we can toprotect our families. From one parent to another, we need to remindeach other to be sure our smoke alarms and carbon monoxide detectorsare in working order and that our kids know what to do in case of afire. Using that extra hour when we change our clocks is the perfecttime to do it."

Daylight saving time ends on Sunday, Nov. 6. As families change theirclocks, it's a good time also for families to review their home firesafety plans, starting with changing the batteries in their smoke andcarbon monoxide detectors. Energizer and the InternationalAssociation of Fire Chiefs are asking families across the country tojoin them in this year's Change Your Clock Change Your Battery(R)campaign. The message is simple, and the habit can be lifesaving.Thirty-eight percent of fatal fire injuries occur in homes withoutworking smoke alarms, while 24 percent occur in homes in which atleast one smoke alarm is present but fails to operate.*

Firefighters work tirelessly to help reduce the risk factors byeducating their residents on the importance of having a working smokealarm. In many communities, fire departments are able to distributefree batteries to citizens in need as a result of the Change YourClock Change Your Battery(R) program. Over the past 23 years,Energizer has donated more than four million batteries to local firedepartments. The Change Your Clock Change Your Battery(R) program isjust one of the ways Energizer brings to life the company commitmentto making a positive impact in communities across the country. Formore information, please visit nowthatspositivenergy.com.

"Each year, thousands of lives are forever changed due to thedevastating effects of a home fire," said Chief Al H. Gillespie,president and chairman of the board of the International Associationof Fire Chiefs. "A working smoke alarm is an important defense forsurviving a home fire. That's why public information and educationefforts being undertaken by fire departments with the support ofEnergizer is a vital component to keeping communities across thenation safe and sound."

Families are encouraged to use the extra hour "gained" to remindtheir friends, family and neighbors of the life-saving habit ofchanging and testing smoke alarm batteries, and to help those who mayneed assistance.

"For 23 years, Energizer, the IAFC and more than 6,200 firedepartments have partnered to educate communities on the importanceof home fire safety and having working smoke alarms," said MichelleAtkinson, Vice President of Marketing for Energizer North America."By having parents and families actively pledge to change thebatteries in their smoke alarms and carbon monoxide detectors, we arehoping they will share the information with their network of friendsand hopefully help other families do this simple and life-saving task-- now that's positivenergy(TM)."

About Energizer Energizer Holdings, Inc. (NYSE: ENR), headquarteredin St. Louis, MO, is one of the world's largest manufacturers ofprimary batteries, portable battery-powered devices, and portableflashlights and lanterns. Energizer is a global leader in the dynamicbusiness of providing power solutions with a full portfolio ofproducts including Energizer(R)brand battery productsEnergizer(R)MAX(R) premium alkaline; Energizer(R) Ultimate Lithium;Energizer(R) Advanced Lithium; Rechargeable batteries and chargingsystems; and portable flashlights and lanterns.

Energizer continues to fulfill its role as a technology innovator byredefining portable power solutions to meet people's active lifestyleneeds for today and tomorrow with Energizer(R) Energi To Go(R)chargers for rechargeable portable devices; charging systems forwireless video game controllers; and specialty batteries for hearingaids, health and fitness devices, as well as for keyless remote entrysystems, toys and watches. Energizer is redefining where energy,technology and freedom meet to bring to market consumer-focusedproducts that power the essential devices that help people stayconnected and on the go at work and at play. Visit www.energizer.com,www.facebook.com/energizerbunny.

About The International Association of Fire Chiefs

The IAFC, www.iafc.org, represents the leadership of firefighters andemergency responders worldwide. IAFC members are the world's leadingexperts in firefighting, emergency medical services, terrorismresponse, hazardous materials spills, natural disasters, search andrescue, and public safety legislation. Since 1873, the IAFC hasprovided a forum for education, the exchange ideas, and the promotionof community and firefighter safety.

*Statistics provided by the National Fire Prevention Association

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