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### **Energizer Introduces Battery Charger to Meet Mom's Demands**

*Energizer® e<sup>2</sup>® Rechargeable Easy Charger is a Cordless,  
Compact Charger with Safety Features*

ST. LOUIS, May 15, 2006 – Featuring interchangeable face plates, a sleek design, an on/off safety switch and prominent indicator lights, the new Energizer® e<sup>2</sup>® Rechargeable Easy Charger delivers both form and function for the household “battery manager” – mom.

The compact, cordless charger plugs directly into a wall outlet, and features a socket plug that folds inside the unit for storage. The soft-edged, oval-shaped charger measures five-inches by four-inches. Three face plates are included so that consumers can match the device to their home decor. The colors of the three snap-on face plates are silver, black and egg shell.

“We considered behavior and lifestyle when designing this new charger targeted at the battery manager – mom,” says Joe Fisher, Vice President Global Rechargeable. “As women account for nearly half of NiMH Rechargeable users and as the household memory keeper their needs are very important to us. Women use our chargers very differently than male rechargeable users. She values this device that is easy-to-use, safe and visually-appealing.”

The *Energizer e<sup>2</sup> Rechargeable Easy Charger* charges up to four *Energizer AA* or *AAA* rechargeable nickel metal hydride (NiMH) batteries within eight and a half hours. An easy-to-read indicator light signals when the batteries are fully charged, an automatic on/off safety switch eliminates the user’s need to worry about overcharging and 3 faceplates allow consumers to individualize their charger with various color plates.

Increasing usage of today’s advanced digital devices – digital cameras, MP3 players, gaming units – is leading to batteries being used up at a fast rate. Energizer’s rechargeable NiMH can be charged hundreds of times and deliver economical power for high tech/high drain devices. For

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## Energizer Easy Charge/Add one

example, fully charged *Energizer* 2500 mAh AA NiMH batteries can take up to 325 pictures in a digital camera per charge, compared to leading ordinary alkaline batteries, which take an average of up to 90 pictures (varies by device and usage).

Energizer has gained its Number 1 status<sup>1</sup> by actively growing the NiMH rechargeable category through a focus on the consumer as well as new and innovative NiMH products.

“Energizer is the driving force behind branded NiMH rechargeable growth and will continue to innovate to meet the high tech needs of today’s consumer,” says Fisher.

Energizer® e<sup>2</sup>® Rechargeable NiMH batteries are ideal for battery users who are searching for a more economical solution in their power-hungry devices. They offer a long lasting, reusable source of power from a well-recognized, trusted brand. Energizer currently offers NiMH in AA, AAA, C, D and 9-volt sizes and has a wide-range of chargers: the best selling Sliding Charger, the 15 Minute Charger, the Car Charger, Family Chargers and Value Chargers.

The Easy Charger includes four *Energizer* 2500 mAh AA NiMH batteries and three faceplates. It is currently available in Target & Best Buy stores and will be available in a variety of retail locations this fall. For more information about the *Energizer e<sup>2</sup> Rechargeable* Easy Charger and other rechargeable products visit [www.energizer.com](http://www.energizer.com).

Energizer Holdings, Inc. (NYSE: ENR), headquartered in St. Louis, Missouri, is one of the world’s largest manufacturers of primary batteries and flashlights and a global leader in the dynamic business of providing portable power.

<sup>1</sup> Source: All Outlet, Nielsen POS and Homescan Data, latest 52 wks ending 2/22/06

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