



Energizer®

THE MARKET

Portable phones, portable music, portable gaming accessories, portable computers, and portable lights — Americans are living life unplugged, taking their gadgets with them and relying on portable battery power. Energizer is meeting that need with a portfolio of products developed to provide innovative solutions to power people's lives.

ACHIEVEMENTS

Founded more than 100 years ago, Energizer has long set the standard for innovation and achievement. With the creation of alkaline batteries in 1959, Energizer established itself as the industry leader in battery technology and even today continues to offer innovations that reshape portable power. Among the company's most significant milestones are the following:

- Invented the hand torch, or flashlight, in 1898.
- Introduced the first miniature batteries for hearing aids.
- Introduced the first AA lithium battery. Now known as *Energizer® Ultimate Lithium*, the batteries are the world's longest-lasting AA and AAA batteries in high-tech devices.
- Untethered the cell phone from wall-based charging systems with the introduction of the *Energizer® Energi To Go® Instant Cell Phone Charger*, powered by two *Energizer® Ultimate Lithium* batteries.

Distributed in 165 countries and selling one of every three batteries sold in the world, Energizer is the world's largest manufacturer of batteries and portable lighting products.

HISTORY

In the 1890s, Conrad Hubert, a Russian immigrant working in New York City and eventual founder of the Eveready Battery Company, came upon an interesting invention being sold by Joshua Lionel Cohen. It was a tiny battery-and-bulb device used to illuminate flowers in a pot. Hubert was so impressed with this gadget that he quit his job to sell them. One day while installing the flower pots in a restaurant, there was a blackout. Hubert had a revelation; he realized it was possible to put the power of light directly into people's hands.

Hubert moved quickly and acquired a patent for the first ever Eveready "electric hand torch" in 1898. The first flashlights were handmade and consisted of a dry cell battery, a bulb, and a rough brass reflector inside a paper tube. Within two years, the



flashlights were being distributed in London, Montreal, Paris, Berlin, and Sydney, Australia.

Hubert's company, the American Electrical Novelty and Manufacturing Company, became American Ever Ready in 1906 to emphasize the dependability of its flashlight products, selling flashlights and batteries under the trademark Eveready®. American Ever Ready merged in 1914 with National Carbon Company; its six-inch-tall "Columbia" battery was the first battery used to power home telephones. The newly formed company was the only manufacturer specializing in both battery and lighting products. Three years later, Eveready acquired Union Carbide Company. As the company expanded, the Eveready brand name became synonymous with power and reliability.

THE PRODUCT

From GPSs and digital cameras to smart phones, LEDs, and hearing aids, portable power is more important than ever, and Energizer continues to meet that demand by offering a complete portfolio of long-lasting batteries and lights. *Energizer® Max®* alkaline batteries are the perfect power solution for busy families. As the flagship of

Energizer's product line, these dependable alkaline batteries are designed to deliver powerful performance that lasts. *Energizer Max* is available in a wide range of cell sizes from AAAA to D, providing long life for the devices people use every day, such as toys, remote controls, and flashlights.

Energizer was ahead of the technology curve when the company released its *Energizer AAAA* ("Quad A") batteries in 1991. As devices become smaller and smaller, these batteries are now used in Bluetooth headsets, flash audio players, and laser pointing devices. The "Quad A" is 20 percent thinner than the standard AAA and weighs 43 percent less.

At the turn of the twenty-first century, high-tech digital cameras burst onto the scene and were in need of a battery for a high-drain device. Energizer revolutionized the portable battery power segment and took it to new heights when it introduced the first lithium AA batteries, now known as *Energizer® Ultimate Lithium*, and the world's longest-lasting AA/AAA batteries in high-tech devices.

In 2008, the company introduced *Energizer® Advanced Lithium* batteries, the gateway to lithium power and technology, well-suited for the active on-the-go gamer as well. New *Energizer® Advanced Lithium* provides more¹ power for the devices people rely on. This high-performance battery fuels wireless gaming accessories up to 20 hours longer² and is one-third lighter than ordinary alkaline batteries, meaning gamers can move quickly and easily when using a handheld remote.

Also in 2008, Energizer launched the first mercury-free hearing aid batteries to hit the U.S. market. The tiny batteries — which Energizer was the first to debut globally, in Europe in 2001 — are Energizer's best-performing zero-mercury hearing aid batteries to date.

In the rechargeable category, Energizer distinguishes itself by providing rechargeable solutions that meet the complex and ever-increasing needs of power-hungry consumers. Given the range of consumer needs to be met, Energizer offers rechargeable battery systems to fit the lifestyles of everyone — from those on-the-go to the power-hungry needs of "battery manager moms."

Beyond batteries, Energizer offers a comprehensive line of flashlights, lanterns, and headlights to light the way from jobsite to campsite and all the way home.



As innovative technology expands further into the everyday lives of people throughout the world, Energizer continues to revolutionize the world of batteries and portable power, raising the bar for the industry and powering people's lives.

RECENT DEVELOPMENTS

As Energizer developed its brand over the years, its reliability and dependability remained strong and true. Still, the growth of the company brought about accomplishment, advancement, and further innovation.

In recent years, Energizer has helped people experience a world where portable music players, cell phones, and smart phones can be charged anywhere, anytime through **Energizer® Energizer To Go®**. These devices are powered by two *Energizer® Ultimate Lithium* AA batteries and feature a patented intelligent control chip that maximizes power transfer to cell phones.

Keeping gamers ready for action is an important job, and Energizer is up to the task. *Energizer® Power & Play™* charging systems are designed with back-up power to keep Nintendo® Wii Remote™, Nintendo® Wii Fit™, Microsoft® Xbox 360, and Sony Playstation 3 game controllers charged.

Growth has come through all the technological developments and innovations that Energizer has pioneered and also through the expansion of Energizer Holdings Inc. In an effort to reach consumers on an even more personal level, Energizer purchased Schick-Wilkinson Sword in 2003. Schick-Wilkinson Sword is one of the largest manufacturers and marketers of men's and women's wet-shave products in the world and offers high quality in shaving technology. Its portfolio of products has expanded in the past few years to include Quattro® — the first razor

system with four blades, along with the first wet shave that edges and trims, the Schick® Quattro® titanium trimmer.

In 2007, Energizer again expanded its portfolio of strong brands through its acquisition of Playtex Products Inc. This second expansion has helped Energizer increase its presence in the personal care industry and reach a much broader consumer audience.

PROMOTION

Reigning as one of the most popular icons of all times, the *Energizer Bunny®* is unstoppable and always determined. The everlasting image of the *Energizer®* brand, the *Energizer Bunny* graced television screens in 1989 in his first commercial appearance. Cool, pink, and furry, this now popular bunny wore flip-flops and oversized sunglasses, all the while beating his own *Energizer* drum. Since the beginning of his career, the *Energizer*

Bunny has appeared in more than 140 commercials. What started as a simple and fun message to prove

Energizer better than the competition

has developed into a timeless campaign that continues to be fresh and relevant, touting the *Keep Going®* message of Energizer products.

In 2009, the *Energizer Bunny* celebrates his 20th birthday as an iconic household figure and pulled off one of the largest publicity stunts ever by "escaping" the 2008 Macy's Thanksgiving Day Parade and wowing onlookers as he continued on after the parade had stopped, as yet another example of his determined spirit.

For both young and old, this loveable icon is a symbol of resolve. His perseverance, determination, and never-quit spirit have influenced political figures, famous celebrities, sports icons, and everyday Americans to hang in there

when the going gets tough. In 2006, Energizer launched its *Keep Going®* Hall of Fame as a way to recognize everyday people with the same tenacity and energy as the *Energizer Bunny*. The first honorary member and official spokesperson of the *Energizer Keep Going®* Hall of Fame is National Baseball Hall of Famer Cal Ripken Jr., who epitomized the *Keep Going®* Spirit when he set the record for the most consecutive Major League Baseball games ever played at 2,632.

Energizer has been a longtime supporter of Susan G. Komen for the Cure and is the presenting sponsor of the Breast Cancer 3-Day, a 60-mile walk benefiting breast cancer research. Energizer is committed to empowering, supporting, and helping motivate the ongoing quest for a cure. Through this sponsorship, Energizer is delivering a message of hope and persevere-

ance to those affected by breast cancer and helping them find the inspiration to persevere.

Since 1988, Energizer has partnered with the International Association of Fire Chiefs (IAFC) for the Change Your Clock Change Your Battery® program to remind families to change the battery in their smoke alarm when changing their clocks back to Standard Time.

In 2009, Energizer and the IAFC furthered their preparedness initiatives under the overall program, Keep Safe. *Keep Going®*. In addition to their fall efforts with *Change Your Clock Change Your Battery*, the Power Through It All™ component of Keep Safe. *Keep Going®* helps families stay safe and connected when facing power outages caused by severe storms and hurricanes. Energizer and the local fire departments that participate in the program remind families to pull together emergency power kits before a storm hits.

BRAND VALUES

Energizer has a long-standing commitment to provide consumers with the most dependable and reliable products. Energizer's focus on consistent and long-lasting battery power has made way for the broadest line of battery power in the industry. Americans depend on Energizer to power their lives.

¹ vs. *Energizer® MAX®*. Results vary by device.

² vs. *Energizer® MAX®*. AA only. Results vary by play and/or usage patterns.

THINGS YOU DIDN'T KNOW ABOUT ENERGIZER

- Energizer developed the first lithium battery in 1992. Now the company has two industry-leading lithium offerings — *Energizer® Ultimate Lithium* and *Energizer® Advanced Lithium* — which last up to 20 hours longer.
- Energizer introduced the first ever rechargeable flashlight in 1967.
- The *Energizer Bunny® Hot Hare Balloon* is the world's biggest hot air balloon.