



Free school supplies
for kids who need them

Energizer.

FOR IMMEDIATE RELEASE

Energizer Partners With Kids In Need Foundation To Prepare Students For Class
Energizer to donate a minimum of \$50,000 to this exclusive national organization focused on providing free school supplies to teachers and students

DAYTON, OHIO (April 16, 2008) – Between July 14 and September 13, Energizer is donating five percent of sales from all AA/AAA count battery packs sold at select Target locations. Proceeds will support children and teachers in underfunded and economically disadvantaged schools nationwide as part of the Kids In Need Foundation’s mission to provide free school supplies to students most in need. Kids In Need is the only national non-profit dedicated to this worthwhile effort.

For most students, back-to-school is a highlight with special shopping trips to load up on the newest and coolest for fall classes and activities, but for others, it can be a time of embarrassment because they lack funds to purchase even the basics. Teachers report that children unable to afford school supplies often miss classes for the first few weeks, hoping their lack of supplies will be less obvious. This is one reason teachers spend an average of \$600 of their own money each year to buy supplies for their classrooms.

“The number of children in desperate need of school supplies is quite astonishing,” said Gail Holmes Taylor, shopper marketing manager for Energizer. “By creating this partnership with the Kids In Need Foundation, Energizer is demonstrating its commitment to increasing the quality of education for children in America.”

Energizer pledges to donate a minimum of \$50,000 from sales at more than 800 Target stores across the country. The Foundation will use the funds to support product distribution among the 24 Resource Centers in the Kids In Need National Network, where eligible teachers can gather free supplies for their students. The resource centers, sponsored nationally by Target as part of the company’s commitment to giving five percent of its income to support education, the arts, social services and volunteerism, have distributed more than \$300 million worth of school supplies, helping the Foundation serve its 10 millionth student this past academic year.

“When a child has even the most basic school supplies, it has been proven that attendance and grades increase,” said Dave Smith, executive director of the Kids In Need Foundation. “With this generous donation, thousands of students in need will start the school year feeling confident they have the tools they need to succeed.”

The Kids In Need Foundation accepts donations of school supplies and art materials from companies year-round. Qualifying teachers across the country are allowed to shop for supplies at their local distribution centers. No teacher, student, or school district is ever charged for supplies.

ABOUT ENERGIZER

Energizer Holdings, Inc. (NYSE: ENR), <http://www.energizer.com>, headquartered in St. Louis, Missouri, is one of the world's largest manufacturers of primary batteries, battery-powered devices and flashlights. Energizer, a global leader in the dynamic business of providing portable power geared toward the new digital age, offers a full portfolio of products including the Energizer(R) MAX(R) premium alkaline brand; Energizer(R) e2(R) Lithium(R) and Energizer(R) e2(R) Titanium Technology(R) performance brands; Nickel Metal Hydride (NiMH) Rechargeable batteries and chargers.

The Energizer(R) product line also includes specialty batteries for hearing aids, health and fitness devices, as well as for keyless remote entry systems, watches and other uses. Through its flashlight and lighting products unit, Energizer helps bring consumer insight and innovation to these important household devices. Energizer continues its role as a technology leader as it launches Energizer(R) Energi To Go(R), portable battery-driven power packs for cell phones and audio devices.

ABOUT KIDS IN NEED FOUNDATION

The Kids In Need Foundation is a national non-profit organization providing school supplies to impoverished children and under-funded teachers. A 501(c)(3) charitable organization founded in 1995, the Foundation's mission is to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need. The Kids in Need Foundation has distributed more than \$300 million in school supplies and has awarded \$1 million in grants to teachers since its founding. For more information, visit www.kidsinneed.net.

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