



NHL and NHLPA WELCOME ENERGIZER AS OFFICIAL BATTERY

Mississauga, ON Nov. 25, 2008 – Today, Energizer Canada, the National Hockey League Players' Association and the National Hockey League® have announced an agreement to make Energizer® the Official Battery of the NHL and NHLPA in Canada.

The program will encompass activation across television, the NHL.com Network, in- arena branding, national consumer promotions and events marketing.

"We are thrilled to partner with the NHL®/NHLPA™, as they offer the same speed, agility and focus on the consumer and their brands as we do here at Energizer," said Kent Hatton, Brand Group Director of Energizer Canada Inc.

Energizer is a global leader in portable power solutions and lighting products; and with its new Ultimate Lithium AA and AAA battery it truly has the 'World's Longest Lasting Battery in High-Tech Devices.' "Energizer has a distinct and measurable advantage in our Lithium Technology. It's like having the 'best player on the ice in your device,'" states Hatton.

"Combining the strength of the NHL Shield with the consumer recognition of The Energizer Bunny® and Keep Going® campaigns creates a unique consumer marketing 'power play,'" said Laurel Walzak, the NHL's Director of Business Development. "We look forward to the many opportunities created by aligning all of these strong brands."

"We are excited to begin our partnership with Energizer, a leading company within its industry," said Kevin Lovitt, NHLPA Director of Corporate Sponsorships. "This commitment to the NHL and the NHLPA will provide excellent exposure for our members while strengthening the Energizer brand."

Knowing the incredible power and popularity of hockey in Canada, Energizer sees great fit across its portfolio of household batteries. From its flagship 'Max' Premium Alkaline product, which resonates with young families, to its high-performance 'Ultimate Lithium' that scores big with tech-savvy consumers.

About Energizer®

Energizer® 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® MAX® premium alkaline brand; Energizer® Ultimate Lithium performance batteries and Energizer® Nickel Metal Hydride (NiMH) Rechargeable batteries and chargers; and miniatures brand batteries.

About the NHLPA

The National Hockey League Players' Association (NHLPA), established in 1967, is a labour organization whose members are the players in the National Hockey League (NHL). The NHLPA works on behalf of the players in varied disciplines such as labour relations, product licensing, marketing, international hockey and community relations, all in furtherance of its efforts to promote its members and the game of hockey. In 1999, the NHLPA launched the Goals & Dreams fund, a \$16-million hockey program which is the largest grassroots hockey program in the world. The players' program has donated full sets of hockey equipment to more than 9,000 economically disadvantaged children in 17 countries and assisted with upgrades and the building of hundreds of arenas worldwide. For more information on the NHLPA, please visit nhlpa.com.

About the NHL

The National Hockey League®, founded in 1917, is the second-oldest of the four major professional team sports leagues in North America. Today, the NHL consists of 30 Member Clubs, each reflecting the League's international makeup, with players from more than 20 countries represented on team rosters. According to a Simmons Market Research study, NHL fans are younger, more educated, more affluent, and access content through digital means more than any other sport. The NHL entertains more than 100 million fans each season in-arena and through its partners in national television (VERSUS, NBC, TSN, CBC, RDS, RIS, NASN, ASN and NHL Network) and radio (NHL Radio, Sirius XM Radio and XM Canada). Through the NHL Foundation, the League's charitable arm, the NHL raises money and awareness for Hockey Fights Cancer and NHL Youth Development, and supports the charitable efforts of NHL players. For more information on the NHL, log on to NHL.com.

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