



For more information contact:
Zoey Fiksel
APEX Public Relations
416-924-4442 ext. 279
zfiksel@apexpr.com

Energizer Introduces World's First Zero Mercury™ Hearing Aid Batteries

Product debut comes two years ahead of industry commitment to eliminate mercury

Toronto, ON (January 12, 2009) – Energizer Canada Inc. has announced that beginning this month, the company is replacing its current high-performing hearing aid batteries with equally-performing zero-mercury batteries. Energizer is the only battery manufacturer in the world to sell a zero-mercury hearing aid battery to consumers. This development comes more than two years ahead of the National Electrical Manufacturers Association's (NEMA) commitment to eliminate mercury from button cell batteries by June 30, 2011. Energizer estimates that if all manufacturers were able to follow their lead, several tons of mercury could be removed from hearing aid batteries each year.

Currently, all other zinc air hearing aid batteries sold in Canada contain mercury. Through a combination of new product designs, purer raw materials and new manufacturing processes, Energizer's R&D scientists have developed batteries that can now be produced without added mercury. After more than a decade of development and extensive testing, the new zero-mercury product will be widely available throughout Canada beginning this month.

"We are delighted to be able once again to move the battery industry forward with a development that will have positive implications for consumers and the environment," said Energizer Brand Manager, Louise Della Fortuna. "And it is especially important to continue to improve our products in ways that help power people's life-enhancing devices, such as hearing aids."

In 1990, Energizer was the first battery maker to remove mercury from household batteries. With the announcement of its zero-mercury hearing aid batteries, Energizer will once again lead the industry in mercury elimination and responsible product development. In addition to developing a battery that is better for the environment and its consumers, Energizer's research and development team also has been able to enhance product consistency.

“While the mercury in hearing aid batteries has been trace and non-harmful within the small battery cell, consumers across the country are looking to make positive impacts on the planet through small steps,” said Della Fortuna. “With this product development, consumers and our company are taking small steps towards bigger positive changes.”

For additional information on hearing health and fitness tips, or to learn more about Energizer’s “KEEP GOING®. Live Healthy” program, visit <http://www.energizer.ca/energizer-live-healthy.aspx>

About Energizer:

Energizer® Holdings, Inc. is a consumer goods company operating globally in the broad categories of household and personal care products, and offers solutions in portable power, lighting, wet shave and personal grooming. Energizer Holdings, Inc. is the parent company of Energizer Battery and Schick-Wilkinson Sword. Combined, Energizer and Schick®, operate 23 manufacturing facilities in 14 countries on five continents and market and sell products in 165 countries. The Canadian headquarters are located in Walkerton, Ontario.

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