



**ENERGIZER BRINGS ITS ‘POWER PLAY’
TO NHL ALL-STAR WEEKEND
PLANS INCLUDE A NEW LITHIUM BATTERY LAUNCH
AND DEDICATED TELEVISION ADVERTISING**

January 26, 2009 (Montreal, Quebec) – Energizer Canada shared in the great success of yesterday’s NHL® All-Star Game and weekend long festivities, with the official Canadian launch of its newest Energizer® Advanced Lithium household battery – available mid-March in AA and AAA formats.

“Our current Energizer® Ultimate Lithium product is billed as the ‘World’s Longest Lasting Battery in High-Tech Devices’, and now we’ve scored the perfect line-mate in Energizer® Advanced Lithium” exclaims Kent Hatton, Brand Group Director of Energizer Canada Inc. “Energizer® Advanced Lithium represents a key step towards enlarging the brand franchise, attracting more and new consumers and growing the overall battery category.”

The NHL® relationship provides the perfect target audience of Tech-Savvy Males aged 18 – 35 years old, as Advanced Lithium is positioned to work best in high-tech devices such as gaming controllers, GPS navigation systems and portable audio players.

Energizer® Advanced Lithium batteries provide more power for those must-have electronic gadgets. New Energizer® Advanced Lithium batteries last up to 20 hours longer** and weigh 33 percent less than standard alkaline batteries. Ideal for photographers of all skill levels, Energizer® Advanced Lithium lasts up to 4X longer*** in digital cameras and performs well in extreme temperatures from -40 degrees to 140 degrees Fahrenheit (-40 degrees to 60 degrees C).

As consumer’s lifestyles center on devices which are more wireless and portable, we are seeing dynamic growth in our Performance-Lithium batteries.

To support this new product launch, Energizer has booked dedicated Television spots in :30, :15 and :05 second formats to promote its NHL sponsorship and bolster Lithium battery sales. The ad is called ‘Shotblocker’ which parallels the brand character of Energizer with the determination and winning attitude of the NHL. Energizer Canada also announced the Advanced Lithium Powerplay promotion which will run in early spring just in time for playoff season, sending two lucky winners to the Stanley Cup Final.

Laurel Walzak, the NHL’s Director of of Integrated Sales and Marketing, said, “We are thrilled about the many partners such as Energizer that are taking advantage of NHL marketing platforms to activate their

key audiences. High energy and great endurance are characteristics that are common to both the NHL and Energizer, making NHL All-Star Weekend an ideal venue to deliver that message.”

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 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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*Vs. Energizer® MAX® in Digital Cameras. Results may vary by camera.

**Vs. Energizer® MAX®. Results vary by play and/or usage patterns.

** Vs. Energizer® MAX®. Results vary by device.

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