

# Energizer®

ENERGI TO GO.™

## ◆◆◆◆ The Energizer Licensing Program “Drums” Up Innovation



The Energizer Bunny has just turned 21. Ad Age ranks him among the top five advertising icons, and he's starred in more than 100 commercials. Licensees have leveraged this support of more than 6 billion consumer impressions annually. Its products enjoy distribution in all channels in more than 165 countries.

Additionally, significant outreach by Energizer through social media, including the new Energizer Bunny Facebook page, keeps the brand and products in touch with youthful demographics. Energizer is also a long-time partner of the Susan G. Komen Foundation.

New Energizer licensed products include the new Energizer iPhone app that helps users manage their remaining battery life, and licensee XPal's line of portable power packs for iPhones, and laptops.

At the Consumer Electronics Show (CES) in January, Energizer partner Universal Power Group, Inc. received the Popular Mechanics 2010 Editor's Choice Award for its new Energizer All-in-One Auto Charger. Unlike traditional jump-starters, the All-in-One adds the functionality of an inverter to convert power from DC to AC and USB outlets, and includes an air compressor.

On the heels of iPerformance Design Product's launch of the Energizer Power & Play line last year—which includes charging docks, cables, and battery packs for Wii, Xbox 360, and PS3—comes the roll out of the Energizer Flat Panel Wii Induction Charger. This charging system allows gamers to lay their Wii remote down on the charge pad to power up.



Energizer has extended into the lighting category as well. Lighting segments into which the brand can extend include holiday and outdoor lighting, as well as unique lighting products. In addition, licensees can help consumers to “Keep Safe, Keep Going” with emergency preparedness items such as generators, home security, and health and wellness products. Other categories where Energizer naturally extends are digital memory, consumer electronics, photographic accessories, and power tools.

In related breaking news at Licensing Show, Nancy Bailey & Associates, Inc. will officially kick off the licensing program for the powerful complementary brand, Eveready.

With 96 percent brand awareness, Eveready is a leading global brand in batteries and lighting that is known for being “Always Trusted, Always Ready.” Eveready provides practical, affordable, and relevant solutions that families can rely on. With its rich heritage of quality and value, it's been trusted by millions of families for more than 100 years.

The recognizable Eveready retro icon, the “Cat & 9,” resonates with consumers with timeless warmth. The licensing program will focus on a variety of categories, including home health and safety, apparel, and power and lighting solutions that offer quality and value.

