



A New Name That Says It All: Energizer® Ultimate Lithium

Fact Sheet

Energizer® e²® Lithium® batteries, the world's longest lasting AA and AAA batteries in high-tech devices now have a new name that truly represents their position as the "ultimate" source of portable power for people on-the-go.

The newly-named Energizer® Ultimate Lithium AA batteries last up to 8X longer* in digital cameras. In addition to digital cameras, *Energizer Ultimate Lithium* also lasts longer* in high-tech devices ranging from portable GPS units and photo flashes, to MP3 players and wireless headsets.

Ever since Energizer (Eveready) invented the first dry cell battery more than 100 years ago, the company continues to offer innovations that provide consumers with long-lasting battery technology and portable power solutions. Energizer demonstrated that leadership once again when it introduced the world's first AA Lithium battery more than 15 years ago.

Energizer® Ultimate Lithium powers today's high-tech devices:

- Lasts up to 8X longer* in digital cameras. That's more than 600 photos using *Energizer® Ultimate Lithium* versus up to 90 when using AA *Energizer® MAX*®
- Lasts up to 7 hours longer**** in handheld GPS devices
- Provides up to 5.5 hours of additional playback** in MP3 Players
- Allows you to talk up to 10 hours longer*** on your wireless headset
- Gives up to 500 more flashes***** in photo flash equipment

* Versus *Energizer MAX*. Results vary by device.

** Versus *Energizer MAX* based on proposed industry standard tests. AAA only. Results vary by device.

*** Versus *Energizer MAX*. AAA only. Estimated run time in Motorola Bluetooth® Headset H300.

**** Versus *Energizer MAX* alkaline in normal use mode. AA only. Results vary by device.

***** Versus *Energizer MAX* alkaline. AA only. Results vary by device.

Energizer® Ultimate Lithium – Add One

Other features:

- **Lightweight:**
 - *Energizer® Ultimate Lithium* batteries are 33 percent lighter than ordinary alkaline batteries
 - An ideal power source for portable electronic devices like digital cameras, wireless headsets, *Energizer® Energi To Go®* Instant Cell Phone Chargers, high-tech toys and wireless mice

- **Reliable:**
 - Performs in extreme temperatures, from -40° F to 140° F (-40° C to 60° C).
 - Ideal power source for GPS devices, 2-way radios, outdoor weather thermometers and weather stations

- **Dependable:**
 - 15-year storage life versus 7 years for ordinary alkaline

Why are *Energizer® Ultimate Lithium* batteries so powerful?

Energizer® Ultimate Lithium batteries are built in a spiral-wound (jelly roll) construction, which helps the battery meet the high-current drains of today's high-tech devices.