

The Unstoppable Bunny Will Honor Those Who Keep Going

(NAPSA)—Rivaling “Rocky” in his “keep going” spirit, another American icon is beating his drum for a powerful new message meant to inspire others to keep going.

In fact, the Energizer Bunny® is back and as persistent as ever. You may see him on billboards and taxicabs, bus shelters and skyscrapers from California to New York to highlight the spirit and determination of people who keep going and continue to do their best.

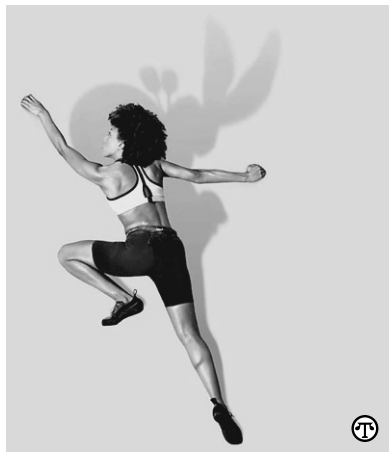
The multifaceted campaign will bring the Bunny to places he has never been before, reaching people where they work and where they live in cities such as New York, Los Angeles, Tampa, Minneapolis, Cleveland, Philadelphia, Houston, Phoenix, Miami and Chicago.

A “keep going”™ Hall Of Fame

A major component of the initiative to be launched later in the year is the Keep Going Hall of Fame—a search for individuals, both celebrities and everyday people, who demonstrate the unstoppable perseverance and dedication associated with Energizer and the *Energizer Bunny*.

“We have received many letters and e-mails every year from people wanting to tell us why their loved one is like the *Energizer Bunny* or how the ‘keep going’ message has inspired them,” said Jeff Ziminski, vice president of U.S. marketing. “We wanted to find a way to honor those people and bring their stories to life.”

In the first year of the pro-



CELEBRATING 15 YEARS—With his trademark wink, flip-flops and shades, the *Energizer Bunny* is still encouraging us all to keep going.

gram, four celebrities will be announced as Hall of Fame inductees with the fifth being a “people’s choice” that consumers can vote for on the Web. A similar nomination process will follow for everyday people with extraordinary power. Specific details will be released around the program launch in November 2004.

The Keep Going initiative will include an advertising campaign that portrays Energizer and the *Energizer Bunny* as the champion for those who keep going. “We provide inspiration. We provide power for those who push boundaries. And we do it with a wink and a smile,” said Ziminski.

To learn more about the campaign, visit www.energizer.com.