



July, 2008

To Our Valued Customers:

With the announcement of our new pricing on select Energizer® batteries, we ask for your attention on the following revised document:

Energizer's Minimum Advertised Pricing levels (MAP) – Exhibit A

- Energizer will revise MAP levels on our Energizer® Max® line effective 10/01/08

Please review the revised Exhibit A carefully in order to comply with Energizer's Policy for Advertising and Marketing Funding. This document will become effective 10/01/08 and will supersede the previous May 2008 update.

As previously communicated, Energizer has added "email" as a proper means of notice regarding future changes and/or updates to the PAMF policy. If you have not already updated your email address with us, we would like for you to take this opportunity to provide an updated email address by sending us a quick email at [notifyus@energizer.com](mailto:notifyus@energizer.com).

Thank you for your continued support of the Energizer brand portfolio.

Very Truly Yours,

Art Handman  
Vice President, North America  
Energizer Battery, Inc.

/enclosure