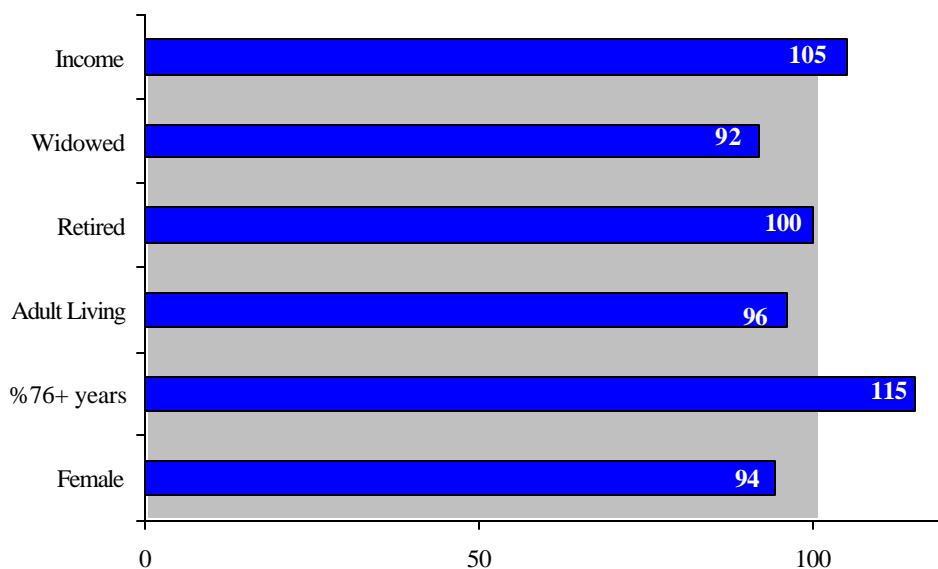


Dexterity-Challenged Hearing Aid Battery Buyers

Demographic Index
(100 = Average Hearing Aid Battery Buyer)



Source: Energizer/Grapentine Study

When compared to the general hearing aid wearing population:

- More of them are 76 years or older
- Tend to have arthritis and manual dexterity problems, as well as poor eye sight
- Are uncomfortable with wearing a hearing aid
- A higher percent of them wear ITC aids
- It is difficult for them to handle small objects
- Not comfortable changing a battery “wherever I am.”
- Most likely to change their battery at home, over a table or bed
- Would value a product that would make it easier to change their battery and are likely to switch brands for this benefit
- Currently buy batteries most often at retail stores

This segment presents opportunity to improve service and grow battery sales by offering these patients the choice of EZ Change®, a dispenser and batteries all-in-one.

Energizer®