

## **Energizer® Sets GUINNESS WORLD RECORDS™ Title for the Longest-Lasting AA Battery**

**Energizer® Ultimate Lithium™ AA batteries provide world-record performance along with 20-year shelf life, leak-resistant design and are light weight**

ST. LOUIS, Dec. 4, 2018 /[PRNewswire](#)/ -- It's official. *Energizer®* [NYSE: ENR] today set a **GUINNESS WORLD RECORDS™** title for the *Longest-lasting AA battery, Energizer® Ultimate Lithium™*.

Experience the interactive Multichannel News Release here:

<https://www.multivu.com/players/English/8457151-energizer-guinness-world-records-longest-lasting-aa-battery/>

The record was announced after rigorous testing proved the *Energizer® Ultimate Lithium™ AA batteries'* unsurpassed performance in a number of real-world situations. Digital Cameras? Toys? Lighting? Audio devices? Check, check, check and check: *Energizer® Ultimate Lithium™ AA batteries* outlasted the competition across the board to secure the **GUINNESS WORLD RECORDS** title.

"*Energizer®* batteries have powered many amazing moments in history, and we're not stopping now," said Lori Shambro, Vice President, Global Marketing at Energizer Holdings, Inc. "We're delighted to add a **GUINNESS WORLD RECORDS** title to our legacy, which will be as long-lasting as our AA batteries."

Energizer introduced the world's first AA lithium battery in 1992. Since then, *Energizer® Ultimate Lithium™ AA batteries* have become known for providing best-in-class power for a wide array of applications. In addition to setting a **GUINNESS WORLD RECORDS** title, *Energizer® Ultimate Lithium™ AA batteries* deliver peak performance—or consistently high power—over an extended period of time. *Energizer® Ultimate Lithium™ AA batteries* also hold power for up to 20 years in storage, perform in extreme temperatures from -40° F to 140°F, weigh 33 percent less than alkaline AA batteries, and are guaranteed leak-proof under standard use.

"I am honored to announce that the *Energizer® Ultimate Lithium™* has set the **GUINNESS WORLD RECORDS** title for the *Longest-lasting AA battery cell*," said Mike Marcotte, **GUINNESS WORLD RECORDS** Adjudicator. "This is an historic moment for Energizer and I am thrilled to share that their impressive battery performance is now Officially Amazing™"

The **GUINNESS WORLD RECORDS** achievement is the latest example of a long history of innovation and "world's firsts" at Energizer, with the constant goal of bringing long-lasting, high performing power and lighting to consumers. Energizer introduced the world's first dry cell battery for consumer use, the world's first watch battery and the first AA lithium battery. Energizer was also the first to remove mercury from alkaline and hearing aid batteries, and the first to create child-resistant packaging for lithium coin cells to help prevent ingestion by children.

For more information, visit [Energizer.com/longest-lasting-aa-battery](https://www.energizer.com/longest-lasting-aa-battery)

### **About Energizer**

Energizer Holdings, Inc. (NYSE: ENR), headquartered in St. Louis, MO, is one of the world's largest manufacturers of primary batteries and portable lighting products and is anchored by its two globally recognized brands *Energizer®* and *Eveready®*. Energizer is also a leading designer and marketer of

automotive fragrance and appearance products from recognized brands such as Refresh Your Car!®, California Scents®, Driven®, Bahama & Co.®, LEXOL®, Eagle One®, Nu Finish® and Scratch Doctor®. As a global branded distributor of consumer products, our mission is to lead the charge to deliver value to our customers and consumers better than anyone else. Visit [www.energizerholdings.com](http://www.energizerholdings.com) for more details.

### **About GUINNESS WORLD RECORDS**

GUINNESS WORLD RECORDS (GWR) is the global authority on record-breaking achievement. First published in 1955, the iconic annual Guinness World Records books have sold over 141 million copies in over 40 languages and in more than 100 countries. Additionally, the Guinness World Records: Gamer's Edition, first published in 2007, has sold more than 4 million copies to date.

Guinness World Records' worldwide television programmes reach over 750 million viewers annually and more than 3.7 million people subscribe to the GWR YouTube channel, which enjoys more than 328 million views per year. The GWR website receives over 20.5 million visitors annually, and we have over 15 million fans on Facebook.

The Guinness World Records commercial sales division provides customized consultancy services for some of the world's top brands and agencies to help place record breaking at the heart of their marketing campaigns, employee-engagement programmes, and live and experiential events.

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