

*For immediate release*

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**Pandora Empowers the Conversation with the Energizer Music Forum  
*Energizer Bunny*<sup>®</sup> Makes its Debut as One of Users' Avatar Choices**

OAKLAND, California, November 11, 2008—Pandora, the premier provider of personalized radio service online, and Energizer are launching the Energizer Music Forum today to create a music discussion destination for Pandora's legions of music fans. The new forum provides Pandora's robust user base with a platform to interact with each other once they've discovered new artists and bands. It also provides *Energizer* with a platform to interact with Pandora users. The forum has its own URL that users can link to from Pandora's home page: [www.pandoradiscussionarea.com](http://www.pandoradiscussionarea.com). *Energizer* and its iconic Energizer Bunny<sup>®</sup> will be presented as a branded skin framing the forum content and will encourage Pandora users to talk about music by creating a user profile complete with avatar choice, one of which is the familiar pink Energizer Bunny<sup>®</sup>.

On the *Energizer* Music Forum, users can share their Pandora music discoveries, ask questions of other users, give opinions on bands and artists and interact with musicians who want instant feedback on new material. The forum will be promoted to users via co-branded ads from Pandora and *Energizer* on Pandora's home page with a link to the forum and email announcements to registered users with a link to the forum as well.

“This is a great example of how we work closely with our clients to provide a branding platform to immerse their ad messages in a way that's perceived as a cool tool for our users and presents a great value proposition for them,” said Cheryl Lucanegro, vice president of advertising for Pandora. “As a result, three brands: *Energizer*<sup>®</sup> *Advanced Lithium*, *Energizer*<sup>®</sup> *MAX*<sup>®</sup>, and *Energizer*<sup>®</sup> *Rechargeable*<sup>®</sup> are the direct beneficiaries of Pandora's high affinity among its users, creating that much desired halo effect for the brands.”

According to Lucanegro, Pandora has been researching users' behavior and interaction with advertising on the site to identify what works and what doesn't as it develops new ad platforms. "We know we're on the right track because of the large number of unsolicited emails we get from users who rave about how much they like the way advertising is presented on Pandora. As a result, brands have a higher recall rate, and ads have a higher click-through rate and are more likely to engage the users in some meaningful way that's positive for the brand."

### **About Pandora**

Pandora ([www.pandora.com](http://www.pandora.com)) is a personalized Internet radio and music discovery service available anytime and anywhere on the PC, in the home, and on mobile devices via partnerships with AT&T, Apple and Sprint. Pandora is based on the Music Genome Project begun in 2000 and is the most thorough analysis of popular music ever undertaken. Each song in this massive collection is analyzed by more than 30 trained musicians, and assessed against nearly 400 distinct musical attributes such as melody, harmony, and rhythm to capture its unique musical identity. Using this information to build playlists based on musical similarity, listeners can simply enter a favorite song or artist, and instantly launch a personalized listening experience which includes discovery of new bands, artists and songs. Today, Pandora has a growing user base of more than eighteen million registered listeners, a database of over 550,000 songs, and national advertisers such as HP, Microsoft, Honda, Procter and Gamble, and Nike.

### **About Energizer**

Energizer Holdings, Inc. [NYSE: ENR], [www.energizer.com](http://www.energizer.com), headquartered in St. Louis, Missouri, is one of the world's largest manufacturers of primary batteries, battery-powered devices and flashlights. Energizer, a global leader in the dynamic business of providing portable power geared toward the new digital age, offers a full portfolio of products including the *Energizer*® MAX® premium alkaline brand; *Energizer*® *Ultimate Lithium*; *Energizer*® *Advanced Lithium* and Nickel Metal Hydride (NiMH) Rechargeable batteries and chargers.

The Energizer product line also includes specialty batteries for hearing aids and medical devices, health and fitness devices, as well as for keyless remote entry systems, watches and other uses. Through its flashlight and lighting products unit, Energizer helps bring consumer insight and innovation to these important household devices. Energizer continues its role as a technology leader for on-the-go lifestyles with its *Energizer*<sup>®</sup> Energi To Go<sup>®</sup> line of portable battery-driven power packs for cell phones and for use with iPod devices.