



**EMBARGOED FOR RELEASE UNTIL JULY 9, 2010**

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**MEDIA INVITED TO ATTEND**

**Rocco Fiorentino, Blind Philadelphia Teenager, Surprised Today at  
The Franklin Institute by the Energizer Bunny!**

*It will be Electrifying when Rocco, Standing by the Ben Franklin Sculpture,  
is named Finalist in National Search for People with Never-Quit Spirit;*

*Needs Community's Help to Earn Top Spot Next to Cal Ripken, Jr.*

**Who:** Rocco Fiorentino, 13, of Voorhees, New Jersey ...

**What:** ... will receive quite a surprise today when a group of his friends and family – accompanied by the Energizer Bunny® – surprise him to kick-off Rocco's campaign as a top 10 Finalist in the 2010 *Energizer Keep Going*® Hall of Fame, a program that celebrates everyday people who live with passion and perseverance. Rocco is the only young person in this category of 10 finalists and the only one who lives in the tri-state area.

**When:** Friday, July 9  
Surprise will occur at 10:30 a.m.  
\*Please arrive by 10:15 a.m. to capture the moment of surprise

**Where:** The Franklin Institute  
222 North 20<sup>th</sup> Street  
Philadelphia, PA 19103  
\*\* by the 20' tall Benjamin Franklin Memorial in the Rotunda

**Photo Opportunities:**

- The moment Rocco is surprised by a 10ft.-tall pink bunny
- Rocco with an entourage of friends and family

**Interview Opportunities:**

- Rocco Fiorentino, 13-year-old jazz musician, advocate for the visually impaired and Finalist in the *Energizer Keep Going*® Hall of Fame
- Katie Zeidman, spokesperson for the *Energizer Keep Going*® Hall of Fame
- Sharla Feldscher, friend and Rocco's nominator
- Other friends, family and colleagues of Rocco

**About Rocco**

Rocco Fiorentino, the well-known 13-year-old jazz musician, is dedicated to helping blind and visually-impaired children. Blind himself, he serves as an ambassador for The Little Rock Foundation, an organization his parents formed to help other families facing similar challenges. Advocating since he was 5 years old, Rocco has convinced New Jersey legislators to dedicate \$1.2 million to Braille education and

- more -

services in the state. He was also instrumental in establishing October as Blindness Awareness Month in New Jersey and Pennsylvania. Rocco never stops – he speaks at schools, senior centers and a range of events to raise awareness for his cause and help ease the public’s discomfort around people with disabilities. \*\* Rocco, who appeared on Sesame Street this year, is performing in his first feature film, *Standing Ovation*, that is premiering next week in movie theaters throughout the country.

**About the *Energizer Keep Going*<sup>®</sup> Hall of Fame**

The goal of the *Energizer Keep Going*<sup>®</sup> Hall of Fame is to create a place where the inspirational stories of everyday people can live. Baseball’s Ironman, Cal Ripken, Jr., who holds the record for the most-consecutive games ever played (2,632!), was the inaugural inductee in 2006. In March, Ripken and *Energizer* launched the fifth annual search for stories of everyday people doing extraordinary things. People wrote in by the hundreds about their friends, family members, neighbors, teachers, coworkers and more who live everyday with optimism and determination.

**Every Vote Counts**

From more than 1,200 nominations, Rocco’s story rose to the top. He is now one of 10 finalists from across the country and needs Philadelphia’s help to earn the top spot. From now through Aug. 20, people can go online to [www.energizer.com/halloffame](http://www.energizer.com/halloffame) to cast a vote for one of the 10 finalists. You may vote once per day. The finalist who receives the most votes will be named the 2010 inductee into the *Energizer Keep Going*<sup>®</sup> Hall of Fame. Each vote triggers a \$1.00 donation, up to \$10,000, to the Cal Ripken, Sr. Foundation, an organization dedicated to helping disadvantaged youth through baseball-themed programs.

The 2010 inductee will receive a \$10,000 cash prize plus a \$5,000 donation to his or her favorite charity. That person will also be formally honored at an induction ceremony with Cal Ripken, Jr. in September at the *Energizer Keep Going*<sup>®</sup> Hall of Fame in St. Louis, Mo.

**For More Information**

To read more about the *Energizer Keep Going*<sup>®</sup> Hall of Fame, past honorees and the top 10 finalists, visit [www.energizer.com/halloffame](http://www.energizer.com/halloffame).

**About *Energizer***

Energizer Holdings, Inc. [NYSE: ENR], headquartered in St. Louis, Mo., is one of the world’s largest manufacturers of primary batteries, portable battery-powered devices, and portable flashlights and lanterns. *Energizer* is a global leader in the dynamic business of providing power solutions with a full portfolio of products including *Energizer*<sup>®</sup> brand battery products *Energizer*<sup>®</sup> MAX<sup>®</sup> premium alkaline; *Energizer*<sup>®</sup> *Ultimate Lithium*; *Energizer*<sup>®</sup> *Advanced Lithium*; Rechargeable batteries and charging systems; and portable flashlights and lanterns.

*Energizer* continues to fulfill its role as a technology innovator by redefining portable power solutions to meet people’s active lifestyle needs for today and tomorrow with *Energizer*<sup>®</sup> *Energi To Go*<sup>®</sup> chargers for rechargeable portable devices; charging systems for wireless video game controllers; and specialty batteries for hearing aids, health and fitness devices, as well as for keyless remote entry systems, toys and watches.

*Energizer* is redefining where energy, technology and freedom meet to bring to market consumer-focused products that power the essential devices that help people stay connected and on the go at work and at play. Visit [www.energizer.com](http://www.energizer.com), [www.facebook.com/energizerbunny](http://www.facebook.com/energizerbunny).

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