

## Avenir Telecom partners with Energizer for exclusive European supply of mobile chargers



Mobile World Congress, Hall 2 – 2H47

Avenir Telecom, the UK's leading distributor in mobile telecoms, today announces a strategic partnership with Energizer, one of the world's largest battery manufacturers, for the design, manufacture and distribution of an innovative range of new mobile device chargers.

Products will be available to preview from today on Avenir Telecom's stand at Mobile World Congress, Barcelona. The full range will roll out across thirty countries in June 2010.

"Avenir Telecom is delighted to partner with a true world leader in batteries and power products," comments UK MD Andy Tow. "As one of Europe's longest-established and largest telecoms distributors we were Energizer's natural choice when selecting a springboard into the mobile market. The products we have available to preview today at Mobile World Congress are set to reduce both the financial cost and the environmental cost of charging and running portable devices, be they phones, laptops, or netbooks."

"Avenir's Energizer range will be highly compatible across a wide range of handsets and mobile devices, which is a compelling proposition for UK retailers. It reduces the selling time for store staff, simplifies the selection process for customers, and increases return per linear foot for store managers."

Patrick Hedouin, Vice President of Energizer for Europe, said today “Energizer and Avenir Telecom are each progressive and innovative leaders in their field. Together I know we will be able to further develop Energizer in Europe as the brand that keeps people going, providing solutions that they can depend on to power their lives both at home and on the go.”

From a simple power adapters to fixed-cable chargers, all Energizer products are Energy Star Level 5 and EUP compliant, which means they save 30% of the power consumed by standard chargers. And with one ampere intensity, they charge mobile phones and smartphones far quicker than other chargers. All are also equipped with auto cut-off functionality, which stops drawing electricity as soon as a device is fully charged.

#### **About Avenir Telecom**

Avenir Telecom is a UK distributor of accessories for mobile phones and mobile computers. It works with manufacturers from around the world to provide retailers and dealers with best-in-class products across power, Bluetooth™, audio, protection, fashion and more. Having recently celebrated its 20th anniversary, the Avenir group employs over 3,000 people across six countries: Bulgaria, France, Portugal, Romania, Spain and the United Kingdom. It is listed on the NYSE Euronext - Compartment B (Euronext Paris). Its shares form part of the CAC All shares, CAC Mid & Small 190, CAC Small 90, IT CAC, Next150 and SBF 250 indices. ISIN: FR0000066052. Reuters: AVOM.LN. Bloomberg: AVT:FP. More info: [www.avenir-accessories.co.uk](http://www.avenir-accessories.co.uk).

#### **About Energizer:**

Energizer SA is the European subsidiary of Energizer Holdings, Inc. [NYSE: ENR], headquartered in St. Louis, Mo. and 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® branded Energizer® alkaline; Energizer® Ultimate 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® Energi To Go® 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.eu](http://www.energizer.eu) for further details.

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press release