

NEWS RELEASE

Attention: Business Editor
For Immediate Release

EVEREADY® ANNOUNCES NEW CEO

KENYA, Nairobi, May 19, 2011 – EVEREADY® East Africa Limited (EVEREADY®) the leading supplier of portable power and lighting solutions has today announced that Jackson Kambo Mutua, its Head of Finance since 2007 will be the Company's new Managing Director & CEO.

At the age of 40 years, Mr. Mutua becomes the first Kenyan CEO of East Africa's largest supplier of portable power solutions and lighting products, EVEREADY® East Africa Ltd.

Mr. Mutua has over 14 years experience and has held progressively senior positions across various areas of the fast moving consumer goods industry including, Best Foods (K) Limited and Karirana Estates (a member of First Chartered Group of Company's). He began his career at Transami Kenya Limited.

Mr. Mutua has a reputation within EVEREADY® for judicious use of resources which has been critical in instilling the urgency for financial discipline, a process that mitigated the challenges faced by the Company associated with the loss of market share due to dumping. Mr. Mutua has also successfully shepherded business decision support initiatives at EVEREADY® that brought a new perspective to decision making within the Company thereby improving relative success of the business management practices and capital expenditures. He was involved in the development of the current vision and mission for EVEREADY®.

Hon. Moody Awori, Chairman of the EVEREADY® Board of Directors, highlighted that "Jackson joined the Company at a time when the Company's started feeling the effects of illicit trade in the dry cell battery industry leading to the subsequent loss in market share. The Board has had the opportunity to work closely with him and interact with him for the last three years and we are convinced that his experience, natural leadership skills as well as his strategic and operational capabilities make him the right person to take over this role and will help propel EVEREADY® to a new growth phase. He has been a resource to the Board and has taken management leadership in the ongoing development of the strategic direction for the Company and we are confident that he will successfully implement that new direction from June, 2011." Hon Awori added that "Jackson will be instrumental in driving improvements in the business and in the Company's plans for the future."

Mr. Steve Smith, the present Managing Director and CEO of EVEREADY® will retire from the Company after 13 years at the end of May 2011. Mr. Smith will transition out of his position by May 30, 2011, but will remain in an advisory role in order to ensure business continuity and a smooth transition. The Board has thanked Mr. Smith for building EVEREADY® into a successful company. Hon. Awori commented that "under Mr. Smith's leadership since taking the helm 13 years ago, the company went through significant changes and events. His disciplined approach took the company through the Initial

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Additional Notes to the Editor

About EVEREADY

- EVEREADY® East Africa Ltd. is a leading battery manufacturer and supplier of portable power products in East Africa.
- The *Eveready* and *Energizer* brands supplied by the Company commands significant share of the local market.
- EVEREADY® East Africa Ltd. also markets the *Schick* brand of shavers in Kenya and the region.

Public Offering to the creation of successful company with an increasingly diversified portfolio and customer base that is ready to embark on a new phase of growth and success."

Hon Awori added that "Jackson who will formerly take over as CEO and MD from Mr. Smith in June 1, 2011 and he has the support of the full Board.

Mr. Smith commented that "it has been my privilege to be part of EVEREADY®. My thanks go to the management team, all colleagues, customers, suppliers, partners and the union for their support." and added "I have the full confidence of EVEREADY® new management team".

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