

ENERGIZER HOLDINGS INC  
Form 4  
October 13, 2010

**FORM 4**

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
HATFIELD DAVID P

2. Issuer Name and Ticker or Trading Symbol  
ENERGIZER HOLDINGS INC [ENR]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
10/10/2010

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
PRES & CEO, ENR PERSONAL CARE

ENERGIZER HOLDINGS, INC., 533 MARYVILLE UNIVERSITY DRIVE

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

ST LOUIS, MO 63141

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3)       | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                       |                                      |  |                                | (A) or (D)<br>Code V Amount (D) Price                             |   |  |                                   |
| Energizer Holdings, Inc. Common Stock |                                      |  |                                |   | 4,675   | D  |                                   |
| Energizer Holdings, Inc. Common Stock |                                      |  |                                |   | 2,752   | I  | By 401(k)                         |

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3)         | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Security (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable Expiration Date                         | Title Amount or Number of Shares                            |
| Restricted Stock Equivalent 10/10/07               | \$ 0   | 10/10/2010                           |  | F                              | 74<br>(1)   | (2) (2)  | Energizer Holdings, Inc. Common Stock 74                    |
| Non-Qualified Stock Option 10/12/09                | \$ 65.63   |                                      |  |                                |   | 10/12/2012(3) 10/11/2019                                 | Energizer Holdings, Inc. Common Stock 30,000                |
| Non-Qualified Stock Option 10/19/04                | \$ 46.13   |                                      |  |                                |   | 10/19/2005 10/18/2014                                    | Energizer Holdings, Inc. Common Stock 15,000                |
| Non-Qualified Stock Option 9/23/02                 | \$ 30.1  |                                      |  |                                |   | 09/23/2005 09/22/2012                                    | Energizer Holdings, Inc. Common Stock 16,600                |
| Phantom Stk Units in Deferred Compensation Plan CM | \$ 0   |                                      |  |                                |   | (4) (4)  | Energizer Holdings, Inc. Common Stock 8,800                 |
|  | \$ 0   |                                      |  |                                |   | (4) (4)  | 23,400  |

|   |      |  |     |   |      |
|---|------|--|-----|---|------|
| Phantom Stock<br>Units in<br>Deferred<br>Compensation<br>Plan           |      |  |     | Energizer<br>Holdings,<br>Inc.<br>Common<br>Stock |      |
| Phantom Stock<br>Units in<br>Executive<br>Savings<br>Investment<br>Plan | \$ 0 |  | (4) | Energizer<br>Holdings,<br>Inc.<br>Common<br>Stock | 20   |
| Restricted<br>Stock<br>Equivalents<br>2/6/09                            | \$ 0 |  | (5) | Energizer<br>Holdings,<br>Inc.<br>Common<br>Stock | 4,5  |
| Restricted<br>Stock<br>Equivalent<br>10/12/09 PB                        | \$ 0 |  | (6) | Energizer<br>Holdings,<br>Inc.<br>Common<br>Stock | 15,4 |
| Restricted<br>Stock<br>Equivalent<br>10/12/09 TB                        | \$ 0 |  | (7) | Energizer<br>Holdings,<br>Inc.<br>Common<br>Stock | 6,6  |
| Restricted<br>Stock<br>Equivalent<br>10/13/08                           | \$ 0 |  | (8) | Energizer<br>Holdings,<br>Inc.<br>Common<br>Stock | 20,0 |
| Restricted<br>Stock<br>Equivalents<br>5/19/03                           | \$ 0 |  | (9) | Energizer<br>Holdings,<br>Inc.<br>Common<br>Stock | 9,6  |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                               |       |
|--|---------------|-----------|-------------------------------|-------|
|  | Director      | 10% Owner | Officer                       | Other |
| HATFIELD DAVID P<br>ENERGIZER HOLDINGS, INC.<br>533 MARYVILLE UNIVERSITY DRIVE<br>ST LOUIS, MO 63141 |               |           | PRES & CEO, ENR PERSONAL CARE |       |

## Signatures

DAVID P.  
HATFIELD

10/13/2010

\*\*Signature of  
Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Shares withheld upon vesting of 25% of the restricted stock equivalents granted October 10, 2007. Conversion of said shares was deferred until retirement at the election of Reporting Person.  
  
25% of Restricted Stock Equivalents (RSE) granted will vest and convert into shares of ENR Common Stock on 10/10/10. An additional 5% will vest and convert into shares of ENR Common Stock in November, 2010, only if CAGR in earnings per share equals or exceeds 8% for the period between 9/30/07 and 9/30/10; that percentage will be 15% if CAGR for the period equals or exceeds 9%, and 25% if CAGR for the period equals or exceeds 10%. The remaining 50% of RSE granted will vest in its entirety and convert into shares of ENR Common Stock only if CAGR for the period equals or exceeds 15% (with incremental vesting between 11% and 15%). All RSE will also vest and convert upon the Reporting Person's death or permanent disability. In the event of a change in control, some or all of the equivalents will also vest. All equivalents that do not vest will be forfeited.
  - (2) 100% exercisable on October 12, 2012 as long as Recipient is still employed on said date. Options will also become exercisable upon the Recipient's death or disability, and in the event of a change of control of the Company occurring on or after November 1, 2011.
  - (3) Phantom stock units are payable in cash following termination of the Reporting Person's employment with Energizer Holdings, Inc.  
  
Vesting of performance RSEs granted 2/6/09 was contingent upon achievement of Company and individual performance goals for fiscal year 2009. Following fiscal year end, 4,670 equivalents vested and were deferred until retirement in accordance with Reporting Person's deferral election. The remaining 10,397 equivalents were forfeited in accordance with the terms of the performance award.  
  
12.5% of Restricted Stock Equivalents will vest and convert into shares of ENR common stock in November, 2012, only if CAGR in EPS equals or exceeds 5% for the period between 9/30/09 and 9/30/12, proportionately increasing in 1/10th of 1% increments up to 100% of the RSEs granted if 12% or greater CAGR for that period is achieved. All RSEs will also vest and convert upon the Reporting Person's death or permanent disability. In the event of a change of control, at least 50% of the RSEs will vest, with additional percentages potentially vesting dependent upon CAGR in EPS prior to the change of control.
  - (4) Restricted Stock Equivalents (RSE) granted will vest and convert into shares of ENR Common Stock on 10/12/2012 as long as Recipient is still employed on said date. All RSEs will also vest and convert upon the Reporting Person's death or permanent disability, or in the event of a change of control of the Company.  
  
25% of Restricted Stock Equivalents (RSE) granted will vest and convert into shares of ENR common stock on 10/13/2011. An additional 5% will vest and convert into shares of ENR common stock in November, 2011, only if CAGR in EPS equals or exceeds 8% for the period between 9/30/08 and 9/30/11, proportionately increasing in 1/10th of 1% increments up to 75% of the RSEs granted if 15% CAGR for that period is achieved. All RSEs will also vest and convert upon the Reporting Person's death or permanent disability. In the event of a change of control, at least 50% of the RSEs will vest, with additional percentages potentially vesting dependent upon CAGR in EPS prior to the change of control.
  - (5) Restricted Stock Equivalents convert into shares of Energizer Common Stock - 1/3 on 5/19/06, 1/3 on 5/19/09 and 1/3 on 5/19/12, unless Reporting Person elects to defer conversion until retirement or other termination, or unless deferral of conversion is mandated by Energizer Holdings, Inc. Equivalents subject to forfeiture if Reporting Person voluntarily terminates employment prior to conversion dates, other than upon retirement after attaining age 55.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.