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VARTA MICROBATTERY AND DURACELL ANNOUNCE STRATEGIC HEARING HEALTHCARE ALLIANCE

ELLWANGEN, GERMANY – Varta Microbattery and Duracell today announced a strategic business alliance under which Varta Microbattery will market and sell Duracell Activair brand hearing aid batteries with a particular focus on the global hearing healthcare channels. The partnership, which combines the heritage and strength of the Duracell Activair brand with Varta’s extensive distribution and category expertise, will take effect in June 2007.

Under the agreement, Varta Microbattery will offer the complete line of Duracell Activair batteries as a part of its portfolio of battery solutions for hearing care professionals. The award-winning Duracell Activair batteries feature a unique, longer-tab design, so they are easy to handle – especially for patients with diminished dexterity. The tabs are also brightly colored, making the batteries easier to identify if dropped on the floor. Available in size 10, 13, 312, and 675, these batteries power all conventional and digital hearing aids in the market including CIC, ITC, ITE and BTE styles.

“With extensive category expertise and a strong sales network, Varta is well positioned to further develop Duracell Activair’s premium position in the market,” said Rob DaPra, Vice President, Strategic Planning, Business Development and Alliances, Duracell. “This alliance will help us take the Duracell Activair brand to even greater heights in the category.”

“This partnership creates a best-of-both scenario,” said Herbert Schein, General Manager Marketing & Sales, Varta Microbattery. “It enables us to leverage a very strong brand and a unique product design, while providing a perfect complement to our flagship Power One line. Ultimately, this will yield more options and better service for our customers.”

In addition to expanding its current product portfolio, the alliance also demonstrates Varta’s commitment to growing its global hearing aid battery business. The company plans to continue to invest in its German manufacturing facilities in order to achieve this objective.

About Varta Microbattery

VARTA Microbattery is one of the world leaders in developing, producing and marketing hearing aid batteries as well as rechargeable micro batteries (e.g. Nickel-Metal Hydride button cells, ultra-slim Lithium Polymer batteries).

"The alliance with DURACELL is giving out a clear signal from VARTA Microbattery about its strategic relevance as well as additional enforced growth in the 'made in Germany' hearing aid battery sector," said Herbert Roth, Member of the Executive Committee of VARTA Microbattery. "Our further priorities are the strategic expansion of the Lithium Polymer business and the strengthening of our market leadership for NiMH button cells."

VARTA Microbattery GmbH is headquartered at Daimlerstrasse 1, 73479 Ellwangen/Germany, For more information please go to: www.varta-microbattery.com

About Duracell

Part of the Procter & Gamble Company [NYSE:PG], Duracell is the world’s leading manufacturer of high-performance alkaline batteries. Duracell also sells various other types of batteries including lithium and zinc air batteries, as well as rechargeable Nickel-Metal Hydride (NiMH) batteries and chargers. The company also markets general purpose flashlights. Visit www.duracell.com for more information about Duracell batteries.