

MCCLANATHAN JOSEPH W  
Form 4  
October 21, 2004

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
MCCLANATHAN JOSEPH W

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)  
10/19/2004

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
PRES. & CEO ENERGIZER BATTERY

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)                     | Code V Amount (D) Price   |   |  |                                   |
| Energizer Holdings, Inc. Common Stock |                                      |  |                                |   | 3,767   | I  | By 401(k)                         |

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

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SEC 1474 (9-02)

number.

**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 Underlying Security (Instr. 3 and 4) |                                       |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|---------------------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date                                   | Title                                 |
| Non-Qualified Stock Option 10/19/04                | \$ 46.13   | 10/19/2004                           |  | A                              | 20,000  | 10/19/2005 <sup>(1)</sup>                                | 10/18/2014  | Energizer Holdings, Inc. Common Stock |
| Restricted Stock Equivalent 10/19/04               | \$ 0   | 10/19/2004                           |  | A                              | 10,000  | <sup>(2)</sup>   | <sup>(2)</sup>                                    | Energizer Holdings, Inc. Common Stock |
| Non-Qualified Stock Option 5/08/00                 | \$ 17  |                                      |  |                                |   | 05/08/2001   | 05/07/2010  | Energizer Holdings, Inc. Common Stock |
| Non-Qualified Stock Option 1/26/04                 | \$ 42.9  |                                      |  |                                |   | 01/26/2005 <sup>(3)</sup>                                | 01/25/2014  | Energizer Holdings, Inc. Common Stock |
| Non-Qualified Stock Option 9/23/02                 | \$ 30.1  |                                      |  |                                |   | 09/23/2005 <sup>(4)</sup>                                | 09/22/2012  | Energizer Holdings, Inc. Common Stock |
| Phantom Stk Units in Deferred Compensation Plan CM | \$ 0   |                                      |  |                                |   | <sup>(5)</sup>   | <sup>(5)</sup>                                    | Energizer Holdings, Inc. Common Stock |
| Phantom Stock Units in Deferred                    | \$ 0   |                                      |  |                                |   | <sup>(5)</sup>   | <sup>(5)</sup>                                    | Energizer Holdings, Inc.              |

|  |      |  |            |                                       |
|--|------|--|------------|---------------------------------------|
| Compensation Plan  |      |  |            | Common Stock                          |
| Phantom Stock Units in Executive Savings Investment Plan | \$ 0 |  | (6)<br>(5) | Energizer Holdings, Inc. Common Stock |
| Restricted Stock Equivalents                             | \$ 0 |  | (7)<br>(7) | Energizer Holdings, Inc. Common Stock |
| Restricted Stock Equivalents 5/19/03                     | \$ 0 |  | (8)<br>(8) | Energizer Holdings, Inc. Common Stock |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                               |       |
|---|---------------|-----------|-------------------------------|-------|
|   | Director      | 10% Owner | Officer                       | Other |
| MCCLANATHAN JOSEPH W<br>ENERGIZER HOLDINGS, INC.<br>533 MARYVILLE UNIVERSITY DRIVE<br>ST. LOUIS, MO 63141 |               |           | PRES. & CEO ENERGIZER BATTERY |       |

## Signatures

JOSEPH W. MCCLANATHAN 10/21/2004

\_\_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) Exercisable at a rate of 25% per year commencing October 19, 2005.  
Restricted Stock Equivalents will convert into shares of Energizer Holdings, Inc. common stock - 25% on 10/19/05, 25% on 10/19/06, 25% on 10/19/07 and 25% on 10/19/08 unless Reporting Person elects to defer conversion until retirement or other termination, or unless deferral is mandated by Energizer Holdings, Inc. Equivalents are subject to forfeiture if Reporting Person voluntarily terminates employment prior to conversion dates, other than upon retirement after attaining age 55.
- (3) Exercisable at a rate of 20% per year commencing 1/26/05.
- (4) Exercisable at the rate of 33 1/3% on grant date in the years 2005, 2006 and 2007.
- (5) Phantom stock units are payable in cash following termination of the Reporting Person's employment with Energizer Holdings, Inc.
- (6) Not Applicable.

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- Restricted stock equivalents will convert into shares of Energizer Common Stock three years from the date of grant 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 terminates employment within three years of grant.

- Restricted Stock Equivalents will 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.

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