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### Consumer Reports

December, 1999

**SECTION:** Vol. 64, No. 12; Pg. 51

**LENGTH:** 126 words

**HEADLINE:** ALKALINE **BATTERIES.** TEST. Who sells the best cells? (Our **battery** of tests pitted big brands against small ones. All performed similarly, with one exception.) 1999 ; Cheaper by the dozen (or more)

#### BODY:

Below are average prices per cell for the regular Duracell and the Energizer AAs in various package sizes. Both brands are comparably priced; the biggest packs (at some warehouse stores) save about 40 percent over the 4-packs. The 12-packs are sold mainly in drugstores, supermarkets, and mass merchandisers; 4-packs are found in many places. Buy in bulk for the best price. Alkaline batteries have a shelf life of up to five years, so don't be afraid to stock up.

Prices per AA cell for two big brands (cents)

PRODUCT	(4-PACK)	(12-PACK)	(20- OR 24-PACK)
Duracell	86	66	47
Energizer	85	66	50

**LOAD-DATE:** April 05, 2004

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