

Spectrum Brands

Just Aim & Spray! Spectracide® Brand Launches the AccuShot™ Sprayer

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AccuShot™ Sprayer is the Latest Innovation in Delivery Systems for Do-It-Yourself Pest and Weed Treatment

ST. LOUIS, April 30, 2015 /PRNewswire/ -- Spectracide® brand, a leader in pest and weed control, gives consumers a powerful tool to "Tame The Wild" with its highly anticipated AccuShot™ Sprayer. The AccuShot Sprayer is a revolutionary handheld applicator that allows for continuous spraying and precise application of product. It features a comfortable, ergonomic grip, and an extendable wand that makes it easier to target only the pests and weeds you want to kill. In addition, it features a one-touch continuous spray that requires no repetitive squeezing, pumping or pulling.



Another key benefit for consumers is the fact that the AccuShot Sprayer is reusable, and exclusive refill products are available for purchase. Once the initial ready-to-use is empty, consumers can purchase its designated refill product and reuse the AccuShot Sprayer.

"We are committed to staying ahead of consumers' needs and the AccuShot Sprayer is a product that represents our promise to continue to offer innovative solutions that take the guesswork out of do-it-yourself pest control," said John Pailthorp, Vice President, Marketing, Spectrum Brands – Pet, Home & Garden. "Today's consumers want intuitive, easy and affordable ways to apply products – without complicated instructions or messes. It's all about making the smart choice with Spectracide products and using our solutions to tame the wild."

A multi-platform approach of merchandising initiatives surrounds the AccuShot Sprayer's launch into the marketplace.

"With a comprehensive advertising campaign that involves TV commercials; online advertising; social media campaigns; in-store promotions and events; displays and brochures, the AccuShot Sprayer is sure to draw more traffic into stores and more sales through the register. We are very excited about this launch," adds Pailthorp.

The AccuShot™ Sprayer is now in stores, just in time to help consumers battle their most common pest and weed concerns. It is currently available on two Spectracide products: the Spectracide® Weed & Grass Killer₂ and the Spectracide® Bug Stop® Home Barrier. Upcoming plans involve an expansion of the AccuShot™ Sprayer to a variety of Spectracide ready-to-use products.

For more details on the AccuShot Sprayer, please visit www.spectracide.com.

About Spectracide® Brand

Spectracide brand, a leader in insect and weed control, offers a variety of indoor and outdoor pest solutions, including weed and grass killer; brush and poison ivy killer; ant, fire ant, Japanese beetle, wasp and hornet protection; rose and flower care; lawn disease control; and more. Spectracide products are produced by Spectrum Brands – Pet, Home & Garden, a leading supplier of products for the specialty pet supplies market, and the home,

lawn and garden insect and weed control markets and a division of Spectrum Brands Holdings, Inc. For more information, visit www.spectracide.com

About Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings (NYSE: SPB), a member of the Russell 2000 Index, is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, faucets, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, and personal insect repellents. Helping to meet the needs of consumers worldwide, our Company offers a broad portfolio of market-leading, well-known and widely trusted brands including Rayovac®, VARTA®, Kwikset®, Weiser®, Baldwin®, National Hardware®, Pfister™, Remington®, George Foreman®, Black + Decker®, Farberware®, Tetra®, Marineland®, Nature's Miracle®, Dingo®, 8-in-1®, FURminator®, IAMS®, Eukanuba®, Digest-eeze™, Healthy-Hide®, Littermaid®, Spectracide®, Cutter®, Repel®, Hot Shot®, Black Flag® and Liquid Fence®. Spectrum Brands' products are sold by the world's top 25 retailers and are available in more than one million stores in approximately 160 countries. Based in Middleton, Wisconsin, Spectrum Brands Holdings generated net sales of approximately \$4.43 billion in fiscal 2014. For more information, visit www.spectrumbrands.com.

Forward-Looking Statements

Certain matters discussed in this news release and other oral and written statements by representatives of the Company regarding matters such as expected sales, adjusted EBITDA, debt reduction and leverage, and other measures of financial performance, may be forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. We have tried, whenever possible, to identify these statements by using words like "future," "anticipate," "intend," "plan," "estimate," "believe," "expect," "project," "forecast," "could," "would," "should," "will," "may," and similar expressions of future intent or the negative of such terms. These statements are subject to a number of risks and uncertainties that could cause results to differ materially from those anticipated as of the date of this release. Actual results may differ materially as a result of (1) Spectrum Brands Holdings' ability to manage and otherwise comply with its covenants with respect to its significant outstanding indebtedness, (2) our ability to integrate and realize synergies from our recent acquisitions and any possible future acquisitions, (3) risks related to changes and developments in external competitive market factors, such as introduction of new product features or technological developments, development of new competitors or competitive brands or competitive promotional activity or spending, (4) changes in consumer demand for the various types of products Spectrum Brands Holdings offers, (5) unfavorable developments in the global credit markets, (6) the impact of overall economic conditions on consumer spending, (7) fluctuations in commodities prices, the costs or availability of raw materials or terms and conditions available from suppliers, (8) changes in the general economic conditions in countries and regions where Spectrum Brands Holdings does business, such as stock market prices, interest rates, currency exchange rates, inflation and consumer spending, (9) Spectrum Brands Holdings' ability to successfully implement manufacturing, distribution and other cost efficiencies and to continue to benefit from its cost-cutting initiatives, (10) Spectrum Brands Holdings' ability to identify, develop and retain key employees, (11) unfavorable weather conditions and various other risks and uncertainties, including those discussed herein and those set forth in the securities filings of each of Spectrum Brands Holdings, Inc. and Spectrum Brands, Inc., including each of their most recently filed Annual Reports on Form 10-K or Quarterly Reports on Form 10-Q.

Spectrum Brands Holdings also cautions the reader that its estimates of trends, market share, retail consumption of its products and reasons for changes in such consumption are based solely on limited data available to Spectrum Brands Holdings and management's reasonable assumptions about market conditions, and consequently may be inaccurate, or may not reflect significant segments of the retail market. Spectrum Brands Holdings also cautions the reader that undue reliance should not be placed on any forward-looking statements, which speak only as of the date of this release. Spectrum Brands Holdings undertakes no duty or responsibility to update any of these forward-looking statements to reflect events or circumstances after the date of this report or to reflect actual outcomes.

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