



Rayovac® Batteries Help Power Red Cross Ready 365 Giving Program

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Additional donation helps those impacted by Hurricane Joaquin

MIDDLETON, Wis.--(BUSINESS WIRE)--Oct. 15, 2015-- Rayovac batteries, flashlights and portable power packs are now a part of the American Red Cross Ready 365 giving program through a new, multi-year commitment between Rayovac's parent company, Spectrum Brands Holdings, and the Red Cross. To kick off this partnership, the company has donated 3,000 flashlights and portable power packs to the Red Cross relief efforts for those impacted by the flooding in South Carolina.

In addition, the company has donated a similar amount of flashlights and portable power packs to HeadKnowles, an organization assisting with relief efforts underway in the Bahamas in the wake of damage from Hurricane Joaquin.

As part of the Red Cross Ready 365 commitment, the company will be donating batteries and lights in each of the next three years. The Ready 365 Program supports Disaster Cycle Services, a vital service that provides relief to individuals and families impacted by disaster, be it fire, hurricane, tornado or other disaster.

"Power is a crucial resource in many relief efforts and Rayovac's long-lasting batteries and indestructible lights can make a big difference," said Dann Provolo, VP Marketing, North America Batteries & Appliances. "The Red Cross has the infrastructure to ensure that these supplies are getting in the hands of the people who need them most which is why this partnership makes sense. We are very proud of the partnership between Rayovac and the American Red Cross."

"We are extremely grateful to Rayovac for partnering with the American Red Cross with a generous donation of products," said Patty Flowers, Regional CEO of American Red Cross Wisconsin. "So much of what we do relies on technology and, as we all know, it only works when the appropriate power is there."

The Red Cross has big plans for the battery donation. Batteries will be distributed in prepackaged survival kits with other supplies including water, food and flashlights. The inclusion of power has become a top priority for the Red Cross as it helps speed up the recovery efforts.

For more information about The Ready 365 Program, please visit: <http://www.redcross.org/local/wisconsin/supporters/ready-365-disaster-partners>

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About The American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

About HeadKnowles

The HeadKnowles mission is to provide essential supplies and assistance to those in the Bahamas who were impacted by Hurricane Joaquin. The organization has provided supplies to several impacted islands including Long Island, Acklins and Crooked Island, San Salvador, Rum Cay and Mayaguana.

About Rayovac

Rayovac is a worldwide leader in battery power and innovation. Backed by a long history of bringing the latest innovations to the marketplace, Rayovac offers a full range of high-performance batteries to meet the power needs of today's consumers. From long-lasting alkaline batteries to advanced green rechargeable technology to the world's top-selling, longest lasting mercury free hearing aid battery, Rayovac's state-of-the-art products offer more power for the money. The company also manufactures a wide selection of high-quality flashlights. For more information, visit www.rayovac.com.

About Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, plumbing, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, personal insect repellents, and auto care products. 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®, Russell Hobbs®, 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®, Liquid Fence®, Armor All®, STP® and A/C PRO®. 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.

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