



Tetra® Brand Announces Its Participation In New Philanthropic Initiative, Project Piaba, At The Aquatic Experience Show

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BLACKSBURG, Va., Nov. 5, 2015 /PRNewswire/ -- Tetra® brand of Spectrum Brands – Pet, Home & Garden Division is excited to announce its attendance at the Aquatic Experience Show from November 6-8 in the Chicago area.

Recognized as one of the world's most innovative brands in product development within the fishkeeping category, Tetra brand is committed to deepening its relationships with its consumers, and its pledge to sustainability continues to grow. For the third year in a row, the company is sponsoring a Kid's Contest at the show. Children are encouraged to unleash their inner-creativity by creating their own freshwater aquarium. In addition to holding its own booth (#208), Tetra brand will supply aquariums for the show's hosts, including seven of the tank ensembles in the "Fish Around the World" display.

This year also marks a new philanthropic initiative for Tetra brand. They are proud supporters of [Project Piaba](#), a New England Aquarium-based organization whose ultimate mission is rooted in the sustainable harvest of aquatic resources in Amazonian rainforests to ensure their survival. Project Piaba's aquariums and equipment at their Aquatic Experience booth (#722) will be supplied by Tetra brand.

"As practicing environmental stewards ourselves, we recognize the value Project Piaba has in fostering environmental protection of the Amazonian fish trade, and its positive influence in advancing social welfare and economic prosperity. We are proud to stand behind the organization and support its cause," said John Fox, Division Vice President, Aquatic Marketing, Spectrum Brands – Pet, Home & Garden Division.

The upcoming Aquatic Experience Show represents Spectrum Brands – Pet, Home & Garden Division's second public display of support to Project Piaba. The division donated aquariums and equipment – including a 200 Gallon Deep Dimension large tank and four Marineland® 10 gallon kits – that were showcased within Project Piaba's booth at the AZA Annual Conference in Salt Lake City, UT in September.

As one of the biggest annual shows for consumers and retailers alike, the Aquatic Experience will be held over a three-day period at the Schaumburg Convention Center. Attendees of all ages and experience levels are encouraged to participate in educational seminars and visit the interactive booths on display. For more information on the show, please visit <http://aquaticexperience.org/>.

About Tetra® Brand

Driven by innovation for 60 years, Tetra® brand is the most recognizable and trusted name for fishkeeping, hobbyists and enthusiasts. Tetra equipment, environments, water care and nutrition, such as TetraMin®, EasyBalance®, AquaSafe®, SafeStart® and the revolutionary Whisper® filtration, are the most widely used in the industry. Tetra 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.tetra-fish.com.

About Marineland® Brand

Marineland® brand is the world's leading brand of innovative equipment and environments for consumers wishing to create the ultimate aquatic showcase. Committed to fishkeeping success for over 40 years, the brand is the professional's choice for commercial display systems and scientific research. Marineland 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.marineland.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, personal insect repellents and auto care products. For more information, visit www.spectrumbrands.com.

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