



Rayovac® Celebrates 110 Years of Powering America and Monumental Moments Worldwide

January 26, 2016

MIDDLETON, Wis.--(BUSINESS WIRE)--Jan. 26, 2016-- Not many brands can say they have lasted more than a century. Even fewer can say they've been present at some of the most pivotal moments of the 20th century. And only an elite group can say throughout their history they have been a steadfast supporter of American manufacturing. Rayovac®, a division of Spectrum Brands (NYSE: SPB), can claim all three as it launches a year-long [110th anniversary celebration](#).

Launched as the French Battery Company in 1906, Rayovac® batteries and products have crossed oceans and spanned atmospheres for 11 decades. Its flashlights accompanied Charles Lindbergh on the first solo flight across the Atlantic in 1927. The batteries came ashore on the beaches of Normandy in 1944 and were launched into space to help NASA save a dying satellite.

Throughout its history, Wisconsin-based Rayovac® has been a leader in innovation. Rayovac® engineers hold patents for the first battery-powered radio and battery-powered hearing aid. The brand celebrates its 110th anniversary by continuing to innovate by creating longer lasting batteries, award-winning lighting products and indispensable power charging products to help power the devices that drive our modern lives.

"From the first battery that came out of our rented Madison, Wisconsin building to the now nearly 500 employees who run our two battery plants, Wisconsin has been a part of our legacy since the beginning," said Steve Fraundorfer, Senior VP and General Manager Global Batteries and Appliances. "Our reach has grown both inside and out of the United States. As we celebrate our 110th anniversary we are looking forward to another century of being a part of American innovation and manufacturing culture."

To celebrate a legacy of innovation, Rayovac® will launch exciting new products throughout the year including batteries, hearing aid batteries, lighting and power products. The brand will also roll out a new look at mid-year that celebrates its heritage and looks forward to the next century.

About Rayovac

Rayovac is a brand of consumer products owned by Spectrum Brands Inc. Rayovac® products lead the world in battery power and innovation. Backed by a long history of bringing the latest innovations to the marketplace, Rayovac(R) offers a full range of high-performance batteries to meet the power needs of today's consumers. From long-lasting alkaline batteries to advanced rechargeable technology to mercury free, enhanced hearing aid batteries, 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 \$4.69 billion in fiscal 2015. For more information, visit www.spectrumbrands.com.

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Source: Spectrum Brands Holdings, Inc.

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