



Spectrum Brands Holdings to Expand World Headquarters in Middleton, Wisconsin

April 20, 2016

Building Addition to Accommodate Expected Continued Growth

MIDDLETON, Wis.--(BUSINESS WIRE)--Apr. 20, 2016-- Spectrum Brands Holdings, Inc. (NYSE: SPB), a global consumer products company offering an expanding portfolio of leading brands providing superior value to consumers and customers every day, announced plans today to expand capacity at its world headquarters building in Middleton, Wisconsin to accommodate expected continued growth over the next several years.

The 30,000-square-foot addition at the south end of the four-story, 220,000-square-foot world headquarters at 3001 Deming Way in Middleton is scheduled to be completed in the spring of 2017 with groundbreaking set for next month. The new positions are expected to be multi-functional in administration, marketing and technology.

In October 2013, the Company moved into its more economical and energy-efficient global headquarters building that also houses several North American divisional operations, North American shared services and an expanded, state-of-the-art technology center to accelerate new product development for the global battery, personal care and home appliances businesses. The Middleton facility was built to accommodate as many as 675 positions, a capacity level nearly reached 2-1/2 years later.

"Since our origins 110 years ago as a battery manufacturer on Madison's east side, our Company has played a significant role as a major employer in Dane County and other parts of Wisconsin," said Andreas Rouvé, Chief Executive Officer of Spectrum Brands Holdings. "We are pleased to further increase our long history of investment in Wisconsin, which adds to our nearly \$100 million of direct economic impact on the state each year."

In addition to its world headquarters in Middleton, Spectrum Brands maintains Wisconsin battery manufacturing plants in Fennimore, with 320 employees, and Portage, with 200 employees.

The building expansion will be developed and owned by the Livesey Company, a family-owned, commercial real estate development company based in Middleton that developed and owns the Spectrum Brands world headquarters building.

About Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings, 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, 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®, 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.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20160420005731/en/>

Source: Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings, Inc.

Investor/Media Contact:

Dave Prichard, 608-278-6141