

Spectrum Brands

Cutter® Insect Repellent Named Official Sponsor of U.S. Men's and Women's National Soccer Teams

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New Agreement Offers Opportunity for Continued Consumer Education on Mosquito Protection

ST. LOUIS, July 12, 2016 /PRNewswire/ -- Spectrum Brands, Inc. – Pet, Home & Garden Division and Soccer United Marketing, LLC today announced an exclusive, multi-year agreement that will make Cutter brand the official insect repellent of U.S. Soccer, including the U.S. Men's and Women's National Teams, and the National Women's Soccer League. The sponsorship includes advertising and promotional rights, field-level signage and in-market activities.



"With the rapid growth of soccer at all levels in the United States, combined with the popularity of the U.S. Men's and Women's National Teams, comes the opportunity for our Cutter brand to connect with a consumer base that is diverse, active and on the rise," said Eric Kenney, the Company's Division Vice President of Home & Garden Marketing. "Given recent publicity regarding the Zika virus, the continued concern about mosquito-borne illnesses is understandable. Through our partnership with U.S. Soccer and the National Women's Soccer League, our Cutter brand will strive to help everyone, from soccer parents and fans to world class athletes, learn how to better protect themselves from mosquitoes."

Cutter branding made its debut at the U.S. Women's National Team match against South Africa on July 9 in Chicago and will also be present at the match against Costa Rica on July 22 in Kansas City.

"Spectrum, owner of the Cutter brand has proven to be an advocate for outdoor safety and mosquito bite prevention and a strong supporter of soccer in the United States," said U.S. Soccer President Sunil Gulati. "We believe this will be a great partnership that will go a long way in educating and better protecting our fans and athletes from mosquito bites. U.S. Soccer and the NWSL look forward to partnering with Spectrum's Cutter brand for many years to come."

To help consumers better understand how to effectively protect themselves from mosquitoes, the Company developed an information page with tips and information for consumers at cutterinsectrepellent.com/zikainfo. The Company plans to further the reach of its mosquito protection message through the sponsorship.

Spectrum Brands, Inc. – Pet, Home & Garden Division is a global leader in lawn and garden and home pest control products, and personal insect repellents. The company offers a broad portfolio of market-leading, widely trusted brands including Spectracide®, Cutter®, Repel®, Hot Shot®, Black Flag® and Liquid Fence®.

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, 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. For more information, visit www.spectrumbrands.com.

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