



## Pest Problems? Revamped Spectracide® Website, App Allow Homeowners to Point, Click and Solve

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**Easy-to-use tools simplify bug and weed identification and direct users to the right solutions.**

ST. LOUIS, Aug. 17, 2016 /PRNewswire/ -- Can you tell the difference between an aphid and an armyworm? How about diagnosing that circular brown patch in your lawn? Now homeowners can get these answers more easily than ever with the newly enhanced Spectracide® website and accompanying Bug & Weed Identifier app. These digital tools are designed as go-to resources for people researching pest and weed problems, providing easy-to-use tools to match pests with pictures on the site and expert advice to guide them to the best solutions for their problems.

The streamlined Spectracide website is designed to simplify the home pest control category for consumers by giving them expert advice at their fingertips – wherever and whenever they need it. The updated website Solutions Center offers users more bug and weed information than ever, with expert advice on topics like wood-destroying insects, lawn diseases and Japanese beetles. The site's Personal Pest Report gives users tailored, timely advice on insect, weed, fungus and disease problems common to their region and season so they can treat appropriately at the right times.

Homeowners can access expert advice wherever they need it with the Spectracide Bug & Weed Identifier app, a free, intuitive mobile tool that takes the guesswork out of pest problems. The app allows users to search databases of insect, weed and disease types, capture bug and weed images of your own to get professional pointers, and explore the complete portfolio of Spectracide products. It also features a retail locator and provides product information and how-to-videos. Some of the app's newest features also include:

- An updated, simplified look that makes it fast and easy to get information about any bug or weed issue.
- A new "Buy Now" function that lets homeowners purchase the Spectracide products they need directly through the app.
- Pest identifying enhancements, including advanced filtering tools for quicker pest identification.
- Real-time updates from the Spectracide Facebook newsfeed with the latest news on new products, tips, coupons, giveaways and promotions.

"The Spectracide Pest Guide was the first app of its kind in the lawn and garden industry," said Eric Kenney, Division Vice President of Home & Garden Marketing. "With our most recent improvements to the brand's online platforms, we're making it easier than ever for consumers to identify the weed, insect, fungus or disease problem they're trying to treat, then find the best solution."

Explore the revamped Spectracide website at [www.spectracide.com](http://www.spectracide.com). Download the free Spectracide® Bug & Weed Identifier App from the iTunes Store at <http://itunes.apple.com/us/app/spectracide-pest-guide/id450333348?mt=8> and the Android version of the app on Google Play at <http://play.google.com/store/apps/details?id=com.spectracidenew.android&hl=en> and conquer your bug & weed problems.

### **About Spectracide® Brand**

*Spectracide brand is a leader in insect and weed control, offering a variety of indoor and outdoor pest solutions, including weed and grass killer; brush and poison ivy killer; ant, fire ant, Japanese beetle, wasp and hornet protection; rose and flower care; lawn disease control; and more. Spectracide products are produced by Spectrum Brands, Inc. – Pet, Home & Garden Division, a top supplier of home and garden products and a subsidiary of Spectrum Brands Holdings, Inc. For more information, visit [www.spectracide.com](http://www.spectracide.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, 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](http://www.spectrumbrands.com).*

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