



## George Foreman® Grills to Launch Latest Grilling Innovation on QVC®

September 7, 2016

*The George Foreman® Grill & Broil™ Scheduled to Appear as QVC's Today's Special Value®*

MIDDLETON, Wis.--(BUSINESS WIRE)--Sep. 7, 2016-- Spectrum Brands, Inc.-owned George Foreman® Grills, the iconic brand dedicated to providing solutions for easy at-home cooking, is set to appear on QVC® with the George Foreman® Five Serving Grill & Broil™ with Five Nonstick Plates (QVC Item #K44730). This "Today's Special Value®" is scheduled to debut **Wednesday, September 7, 2016 at midnight (ET)** and will be offered for one day only! Each day, QVC picks one special item they believe shoppers will love, and offers it at an exceptionally low price from midnight (ET) until 11:59pm (PT) that day.

The George Foreman® Five Serving Grill & Broil™ with Five Nonstick Plates is the brand's latest invention in fast and simple at-home cooking; featuring George Foreman's proprietary fat draining design. The Grill & Broil takes the classic George Foreman grill and combines it with the convenience of countertop broiling, allowing users to grill, broil and melt all in one appliance. Providing endless meal options, the all-in-one grill features two non-stick ceramic grill plates, two waffle plates and a ceramic griddle plate, all of which are durable, removable and dishwasher safe.

The Grill & Broil's unique cooking mode introduces broiling to countertop cooking with two settings to meet the needs of consumer's common broiling needs. The low-broil feature is ideal for creating top melts and the hi-broil option is used for high heat-fast cooking with dishes including delicate fish, hearty steaks and fun family desserts like s'mores. The grill also features variable temperature controls for ultimate contact grilling flexibility.

"We're thrilled to be working with QVC, the world's leading video and ecommerce retailer reaching more than 100 million homes in the US, and are excited to showcase our latest innovation from George Foreman Grills," said Kevin Blossom, Vice President of Sales and Marketing at Spectrum Brands. "We're confident that viewers who try out the George Foreman Grill & Broil will be impressed with its versatile features that make at-home cooking so easy and convenient."

Tune in to QVC September 7 throughout the day for more details on The George Foreman® Five Serving Grill & Broil™ with Five Nonstick Plates (QVC Item # K44730). Visit QVC.com, the QVC apps, or call 800-345-1515 beginning September 7 at midnight (ET) until 11:59pm (PT) to take advantage of this exceptionally low price of \$89.96, while supplies last.

### **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. 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®, Black + Decker™, Farberware®, Tetra®, Marineland®, Nature's Miracle®, Dingo®, 8-in-1®, FURminator®, IAMS®, Eukanuba®, Healthy-Hide®, Digest-eeze™, 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. Spectrum Brands Holdings generated net sales of approximately \$4.69 billion in fiscal 2015. For more information, visit [www.spectrumbrands.com](http://www.spectrumbrands.com).

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