



Spectrum Brands, Inc. - Pet, Home & Garden Division Announces Launch of Tetra® Brand's My Aquarium App

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BLACKSBURG, Va., Oct. 25, 2016 /PRNewswire/ -- Tetra® brand of Spectrum Brands, Inc. – Pet, Home & Garden Division is excited to announce its new My Aquarium app for aquarium owners.



Created in response to research that focused on the maintenance challenges associated with the hobby, the consumer-friendly My Aquarium app will allow users to add an aquarium or multiple aquariums, and access specific information to help maintain each one. Upon creating a profile page, aquarium owners will have the ability to accurately help manage water tests and obtain instant recommendations, set custom notifications for food dispensing, water changes, water testing, filtration, and much more.

"The creation of the My Aquarium app is a prime example of the Tetra® brand's commitment to providing consumers with the support, advice, and help they need to succeed in the fishkeeping category," stated John Fox, Division Vice President, Aquatic Marketing, Spectrum Brands, Inc. – Pet, Home & Garden Division. "Not only are we proud of the essential features the app offers to make home aquarium ownership even easier and more enjoyable, but we are looking forward to growing those efforts in the future."

This easy-to-use app offers users expert technical support in the form of inventory barcode reading, system notifications and customer service from the palm of their hands.

This innovation led by Tetra® brand appeals to on-the-go consumers of today's digital world so they can keep a quick pulse on their tank needs. The My Aquarium app offers a significant advancement in fishkeeping. From whenever and wherever, consumers have intelligent, real-time information that keeps them organized and makes maintenance simpler so they have more time on their hands to enjoy their fish.

The app is now available as a free download in the Apple, Google Play and Amazon app stores.

About Tetra® Brand

Driven by innovation for 60 years, Tetra® brand is the most recognizable and trusted name for fishkeeping, hobbyists and enthusiasts. Tetra® equipment, environments, water care and nutrition, such as TetraMin®, EasyBalance®, AquaSafe®, SafeStart™ and the revolutionary Whisper® filtration, are the most widely used in the industry. Tetra® products are produced by Spectrum Brands, Inc. – Pet, Home & Garden Division, a leading supplier of products for the specialty pet supplies market, and the home, lawn and garden insect and weed control markets and a division of Spectrum Brands Holdings, Inc. For more information, visit www.tetra-fish.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.

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