



Spectrum Brands, Inc. - Pet, Home & Garden Division to Participate in Aquatic Experience Chicago, Featuring Tetra® and Marineland® Brands in Booth #208

November 1, 2016

BLACKSBURG, Va., Nov. 1, 2016 /PRNewswire/ -- From November 4-6, 2016, Spectrum Brands, Inc. – Pet, Home & Garden Division will be a silver sponsor and exhibitor in Booth #208 at the [Aquatic Experience Chicago](#) at the Renaissance Schaumburg Convention Center, Schaumburg, IL, near Chicago. The Tetra® and Marineland® brands will represent the company's aquatics category of the Pet, Home & Garden Division through products shown in its booth and aquariums on display throughout the expo.

Consumers and retailers alike attend the Aquatic Experience each year to enjoy "Everything Aquatic Under One Roof" from educational sessions to aquatic competitions to product specials.

Marineland® is donating a number of aquarium tanks and kits to deliver a rewarding experience to Aquatic Experience Chicago attendees including:

- Thirty Marineland® Bio-Wheel® 10 Gallon Aquarium Kits for the Kid's Aquarium Contest, which will be on display throughout the expo. The contest is designed to teach children (ages 5-16) about the freshwater environment and stimulate their minds and creativity as they learn about the rewards of pet ownership and care. Contestants are judged by age group and the tank category they choose to create: Natural, Creative and Themed. All participants are rewarded with ribbons, pride of creating an aquatic environment, and with the privilege of taking the entire aquarium home with them.
- Seven Marineland® aquariums ranging from 3- to 265-gallons for the Fish From Around the World Display, which consists of a variety of aquariums that collectively span 2,100 square feet. The educational showcase provides attendees with inspiration to use in their home or office aquatic environments as well as history on the species that inhabit them.

In an effort to propel the mission of aquarist organizations, Marineland® is also donating:

- a 55-gallon aquarium to the Chicago Livebearer Society and
- a 29-gallon full kit and stand to Project Piaba for displaying the fish from the Rio Negro in the Amazon.

For Project Piaba, the aquarium environment will be donated to the faculty and students of the "[Operation Endangered Species](#)" program at Pontiac Township High School, Pontiac, IL, who have joined forces with the Illinois Department of Natural Resources to reestablish the Alligator Snapping Turtle in its historic home range in the State of Illinois.

"We're very passionate about creating fulfilling, rewarding experiences for aquarists at every level. It's one of the main reasons why we contribute our time, expertise and products to [the attendees of] the Aquatic Experience Chicago each year," stated John Fox, Division Vice President, Aquatics Marketing, Spectrum Brands, Inc. – Pet, Home & Garden Division. "We enjoy looking for ways to keep the hobby interesting so fish keepers enjoy it as much as we do."

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About Aquatic Experience Chicago

From saltwater to freshwater with pond and aquatic animals, we have it all. Consumers and retailers are invited to join us for educational seminars and a robust show floor filled with hobbyists from entry level to the most sophisticated aquarium keepers, as well as livestock and equipment experts and the industry's best and most trend-setting manufacturers. Add in a bevy of high powered speakers you've heard of and read articles from but have not had the chance to meet in person and you've got a must see for any aquarist no matter what their experience level.

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 Marineland® Brand

Marineland® brand is the world's leading brand of innovative equipment and environments for consumers wishing to create the ultimate aquatic

showcase. Committed to fishkeeping success for over 40 years, the brand is the professional's choice for commercial display systems and scientific research. Marineland products are produced by Spectrum Brands – Pet, Home & Garden, 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.marineland.com.

About Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings (NYSE: SPB), a member of the Russell 1000 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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