



Spectrum Brands' Rayovac® Designs World's Longest-Lasting Hearing Aid Battery

April 5, 2017

Rayovac to introduce Active Core Technology at AudiologyNOW! Conference

MIDDLETON, Wis.--(BUSINESS WIRE)--Apr. 5, 2017-- The world's leading hearing aid battery manufacturer* is introducing its newest breakthrough at the AudiologyNOW! Conference this week in Indianapolis. Rayovac's latest innovation, Active Core Technology, now powers the world's longest-lasting hearing aid battery.**

"We've engineered Rayovac's new battery to answer consumers' feedback and demand for a longer-lasting, more reliable hearing aid battery. Our Active Core Technology boosts reliability over the battery's lifespan and reduces hearing aid intermittency issues," said Janna Rose, Vice President of Battery Technology, Spectrum Brands, Inc., Rayovac's parent company. "Rayovac's Active Core Technology features a new mechanical cell design, and an improved formulation and sealant application."

To achieve highly dependable quality, Active Core Technology incorporates:

- **An Optimized Form** to deliver more critical ingredients and greater capacity.
- **An Advanced Anode** to increase battery life and ensure lifetime quality performance.
- **Secure Seal** to provide cell stability in extreme conditions.

For more than 80 years, Rayovac has been a leader in hearing aid solutions and hearing aid batteries with a legacy of innovation and a commitment to providing solutions and high performing products for the 360 million people around the globe with disabling hearing loss. Rayovac manufactures its hearing aid batteries, as it has for more than 50 years, at its plant in Portage, WI.***

Rayovac's Active Core Technology will debut at the AudiologyNOW! AAA Conference April 5-8 in Indianapolis, Indiana, where it will be shared with hearing health professionals before starting to hit the market this summer. Active Core Technology will be available in hearing aid battery sizes 312 and 13.

"AudiologyNOW is the ideal place to launch our latest hearing aid battery technology," said Ann Rule, Senior Director of Marketing at Spectrum Brands, Rayovac. "These are the hearing professionals who are on the front line with patients and understand how important battery lifespan and reliability are for hearing aid users."

In addition to introducing new technology, Rayovac will showcase exclusive programs and products from Rayovac's Pro Line® Advanced product line to hearing professionals. AAA 2017 is a great opportunity to engage with the latest innovations in the audiology world.

* Based on World Wide Market share.

** For high drain uses based on ANSI/IEC wireless test for sizes 312 and 13.

*** Made in the USA with US and global parts.

About Rayovac®

Rayovac is a brand of consumer products owned by Spectrum Brands Inc. Rayovac products lead the world in battery power and innovation. Backed by a long history of bringing the latest innovations to the marketplace, Rayovac offers a full range of high-performance batteries to meet the power needs of today's consumers. From long-lasting alkaline batteries to mercury free, enhanced hearing aid batteries, Rayovac's state-of-the-art products offer more power for the money. The company also manufactures a wide selection of high-quality flashlights. For more information, visit www.rayovac.com.

About Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings 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®, Russell Hobbs®, Black+ Decker™ Farberware®, Tetra®, Marineland®, Nature's Miracle®, Dingo®, 8-in-1®, FURminator®, IAMS® (Europe only), Eukanuba® (Europe only), Digest-eeze™, Healthy-Hide®, 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. Based in Middleton, Wisconsin, Spectrum Brands Holdings generated net sales of approximately \$5.04 billion in fiscal 2016. For more information, visit www.spectrumbrands.com.

Source: Spectrum Brands Holdings, Inc.

Contact for Spectrum Brands:
Amy Rohn, 608.251.7070
ARohn@lsb.com