



Rayovac® Hearing Aid Batteries First to Meet Health Canada Medical Device Manufacturer Requirements

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MIDDLETON, Wis.--(BUSINESS WIRE)--Jul. 27, 2017-- The world's leading hearing aid battery manufacturer * is the first hearing aid battery manufacturer to obtain a medical device license (MDL) for zinc air hearing aid batteries from Health Canada. Achieving this license is an affirmation to the 360 million people around the globe with disabling hearing loss that Spectrum Brands', Inc. Rayovac brand can be counted on to deliver high quality, innovative hearing aid batteries.

"Obtaining the license from Health Canada is an assurance to our professional and retail customers in Canada that Rayovac will be there to meet their hearing aid battery needs," said Kevin Kouba, Division Vice President of Hearing Aid Batteries at Spectrum Brands, Inc. "Since some manufacturers do not yet have the required MDL, we are seeing this as an important competitive advantage for our customers, as well as Rayovac."

According to [Health Canada](#), "batteries are considered medical devices when they are designed, manufactured and labelled specifically for use with medical devices." Hearing aids and hearing aid batteries are Class II medical devices, which means special licensing is required. To fulfill these requirements, hearing aid manufacturers must obtain an MDL from Health Canada. Before issuing a license, Health Canada assesses the output systems for safety, effectiveness and compliance with labelling and other requirements. Since Rayovac's robust quality system has been ISO certified since the 1990s, the company's batteries already met most of the requirements for Health Canada's MDL. Any changes made were focused on labeling and enhanced documentation processes.

"Complying with Health Canada's standards has impact beyond just our Canadian customers," said Ann Rule, Senior Director of Marketing at Spectrum Brands, Inc. Rayovac. "All of our customers, regardless of market, will benefit from the processes we put into place to meet these requirements. This accomplishment is another indication that Rayovac hearing aid batteries are always at the forefront of quality and safety."

* Based on World Wide Manufacturing Market share.

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.

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