



RUSSELL HOBBS® Debuts Line of Stylish and Solution-Focused Small Kitchen Appliances in the U.S.

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Beloved U.K. Brand Makes its Way across the Pond

MIDDLETON, Wis.--(BUSINESS WIRE)--Oct. 11, 2017-- RUSSELL HOBBS®, the number one small domestic appliance brand in the U.K.*, is making its debut stateside launching today on Amazon.com. The initial launch will feature the Retro Style Series and the elegant Glass Accent Series, each including coffeemakers, electric kettles and toasters. Both product lines have helpful features that save time and provide real-life solutions for everyday use.

"We are thrilled to introduce RUSSELL HOBBS to the U.S. market," said Steve Fraundorfer, President, Global Batteries & Appliances Division at Spectrum Brands. "In addition to superb functionality and convenience, the brand brings a stylish aesthetic to the small kitchen appliance category. With over 60 years of rich history in the U.K., we are excited to introduce U.S. consumers to this beloved European brand."

The design and styling of the Russell Hobbs' Retro Style Series is a combination of modern features and nostalgic aesthetics; the perfect choice for trend seekers. Available in Ribbon Red and Classic Black, this collection is ideal for anyone looking to update their kitchen in a chic, classic style. The Retro Style Coffeemaker is designed with an advanced showerhead technology for improved coffee extraction that enhances flavor and a brewing progress gauge which indicates the length of time the keep warm feature has been active. The Retro Style 1.7L Electric Kettle has a temperature gauge and quick boil indicator and the Retro Style 2 and 4-Slice Toasters have a timer that indicates how many minutes it will take to make toast at the selected browning setting. For added convenience, the toasters also include a removable warming rack and a lift and look feature that allows you to check on toast without canceling the cycle.

The Russell Hobbs' Glass Accent Series brings a touch of elegance to everyday households with top-of-the line performance capabilities. The Glass Accent Coffeemaker integrates dual heating elements for optimal performance and faster heat up time. Other highlights include a digital clock and brew freshness timer that indicates how long the carafe has been on the warming plate. The Glass Accent 1.7L Electric Kettle features a drip-free pour spout, lightweight lift and serve base that protects countertops, and premium glass exterior with blue L.E.D. illumination on boil. The Glass Accent 2-Slice Long Slot Toaster conveys a modern style with its narrow shape and tempered glass accent with features including a removable crumb tray, variable browning control and extra wide slots for artisan breads, bagels and more.

RUSSELL HOBBS' kitchen appliances range from \$79.99-\$129.99 and are available now exclusively at Amazon.com, with other retailers to be added in the coming months.

**Based on GFK UK data July 2017*

For more information, please visit www.russellhobbs.com.

About RUSSELL HOBBS®:

RUSSELL HOBBS products offer more than just quality, style and innovation – they help create delicious moments to be savored. That first cup of coffee in the morning, the simple joy of sharing a freshly cooked meal with family – these are the things that truly matter. We put you at the heart of everything we do, which gives us the insight to design things better. We design with real people in mind, for solutions that help make home life even more enjoyable.

About Spectrum Brands Holdings, Inc.:

Spectrum Brands Holdings (NYSE: SPB), a member of the Russell 1000 Index, is a global consumer products company offering an expanding portfolio of leading brands providing superior value to consumers and customers every day. The Company is 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®, Tetra®, Marineland®, Nature's Miracle®, Dingo®, 8-in-1®, FURminator®, IAMS® and 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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