



Pro-Sense®, Nature's Miracle® Brand Pet Products Announce AKC National Championship Sponsorship

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ST. LOUIS, Dec. 15, 2017 /PRNewswire/ -- Pro-Sense® pet health solutions and Nature's Miracle® stain & odor products are proud to help bring amazing pets to center stage by serving as official sponsors of this year's AKC National Championship Dog Show, the largest dog show in North America and the only show hosted by the American Kennel Club. Nearly 5,000 top dogs will vie for the title of "Best in Show" during the event Dec. 16-17 at the Orange County Convention Center in Orlando, Fla.

Dog-lovers can follow the competition online in real time with a free live stream, then catch a three-hour televised special to ring in the New Year at 7 p.m. ET on Jan. 1, 2018, on Animal Planet, with an encore airing at 11 p.m. ET. The broadcast will feature the Best in Breed winners from each Group, highlights from the AKC Agility Invitational and AKC Obedience Classic competitions and some of America's brightest up-and-coming Junior Showmanship handlers, culminating in the crowning of the 2017 National Champion.

Pro-Sense® pet health solutions, the official joint health supplement sponsor of the competition, and Nature's Miracle® brand, the official stain and odor remover sponsor, will be providing product samples for the canine competitors and their handlers as well as attendees at the event. The brands will also sponsor "Breed Trivia" questions during the televised broadcast to educate viewers during commercial breaks.

"Our partnership with the AKC National Championship Dog Show demonstrates our commitment to pets and pet-lovers," said Division Vice President Stacey Harbour, Pet Marketing, Spectrum Brands, Inc. – Pet, Home & Garden Division, maker of Pro-Sense® and Nature's Miracle® products. "You shouldn't have to give up luxuries because you have a pet. Pro-Sense® and Nature's Miracle® brands are committed to a high standard of living for pets and the people who love them with solutions designed for them to have it all – happy, healthy animals and clean, comfortable homes. We're proud to be part of this premier dog event."

Tune in for the real-time competition and follow your favorite breeds Dec. 16-17 via live stream at live.royalcanin.com.

About Pro-Sense Pet Health Solutions

Pro-Sense® brand offers a variety of proactive, sensible solutions for pet healthcare and wellness needs. Pro-Sense pet health solutions help pet parents invest in their health by providing the proper vitamins, supplements and topicals pets need. Pet parenting can be tough; our solution-based segments make it simple to develop healthcare plans for pet companions and care for them like any other member of the family. Pro-Sense brand is a member of the National Animal Supplement Council (NASC), having gone through a comprehensive quality audit to earn the NASC Quality Seal.

About Nature's Miracle Products

Pet parents shouldn't have to give up luxuries because they love their pets. For more than 30 years, Nature's Miracle® brand has remained a trusted name in stain and odor products, now offering comprehensive lines of pet care products, including litter, training aids and waste management. When used as directed, Nature's Miracle® products safely eliminate even the toughest pet stains and odors. Trust Nature's Miracle® brand for finding solutions for a clean home and a happy, healthy pet.

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, faucets, 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.

About the American Kennel Club

Founded in 1884, the American Kennel Club is a not-for-profit organization which maintains the largest registry of purebred dogs in the world and oversees the sport of purebred dogs in the United States. The AKC is dedicated to upholding the integrity of its registry, promoting the sport of purebred dogs and breeding for type and function. Along with its more than 5,000 licensed and member clubs and its affiliated organizations, the AKC advocates for the purebred dog as a family companion, advances canine health and well-being, works to protect the rights of all dog owners and promotes responsible dog ownership. More than 22,000 competitions for AKC-registered purebred dogs are held under AKC rules and regulations each year including conformation, agility, obedience, rally, tracking, herding, lure coursing, coonhound events, hunt tests, field and earthdog tests. Affiliate AKC organizations include the AKC Humane Fund, AKC Canine Health Foundation, AKC Reunite and the AKC Museum of the Dog. For more information, visit www.akc.org.

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Become a fan of the American Kennel Club on Facebook, and follow us on Twitter @AKCDogLovers.

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