



## **RUSSELL HOBBS® Celebrates U.S. Launch and Distribution with First Brand Ambassador, Kate Beckinsale**

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*The #1 UK Brand\* Taps The Actress For 2018 Campaign*

MIDDLETON, Wis.--(BUSINESS WIRE)--Sep. 12, 2018-- Spectrum Brands, Inc. announced today that its RUSSELL HOBBS brand, the number one small domestic appliance brand in the UK\*, has partnered with its first U.S. brand ambassador, actress, Kate Beckinsale, for their 2018 campaign. Beckinsale will work with the brand as it celebrates its availability on this side of the pond. Established in Britain in 1952, the brand now has worldwide presence bringing stylish, functional kitchen appliances to homes across the globe.

RUSSELL HOBBS chose Kate Beckinsale, an iconic British actress, to be its first-ever U.S. brand ambassador as she embodies British heritage and classic style, which is what the brand is well known for. As part of her partnership, Beckinsale will partake in a media campaign featuring original, easy-to-make recipes and share her favorite tips for entertaining at home, all of which will be featured on the RUSSELL HOBBS website ([www.russellhobbs.com](http://www.russellhobbs.com)).

"We are excited to announce Kate Beckinsale as our first-ever U.S. brand ambassador for RUSSELL HOBBS. A special brand to the Spectrum Brands family, we are thrilled to offer U.S. consumers real solutions that make life at home more enjoyable," said Steven Fraundorfer, President of the Home and Personal Care Appliances Division for Spectrum Brands. "As we continue to provide timeless design and true innovation, we are thrilled to have Kate on board."

The current RUSSELL HOBBS collection features small kitchen appliances in a style-driven Retro Series and an elegant Glass Series comprised of coffeemakers, electric kettles and toasters. The products have helpful features that save time and provide real-life solutions for everyday use.

The RUSSELL HOBBS Retro Series is a combination of modern features and nostalgic aesthetics with stylish stainless-steel accents and a chic retro-style design. Coming soon in Light Blue, the Retro Series is currently available in Ribbon Red, Vintage Cream, white, and black. In the coming months, the brand looks forward to introducing a Retro Series meal prep collection which includes a blender, food processor, hand mixer, and hand blender.

The RUSSELL HOBBS Glass Series brings a touch of elegance to every day households with premium performance features. The eye-catching line is available in black and silver, with sleek, modern tempered glass accents. Forthcoming product launches include a sous vide cooker as well as electric salt and pepper grinders.

"As a busy actress and mom, RUSSELL HOBBS appliances make life at home easy and enjoyable," said Kate Beckinsale. "The products add a sweet touch of nostalgia to my every day, and I am so excited to partner with such an iconic brand."

Kate Beckinsale will next star in the feature film, *Farming*, which will premiere at the 2018 Toronto International Film Festival. Most recently, she received acclaim for her performance in *Love & Friendship* and was nominated for a Gotham Independent Film Award and a Critics' Choice Award for "Best Actress," in addition to being recognized by critics groups worldwide. Other well-known film credits include: *The Only Living Boy in New York*, *The Last Days of Disco*, *The Aviator*, *Pearl Harbor*, *Serendipity*, and *Click*. Additionally, Kate recently wrapped production on the Amazon/ITV limited series, *The Widow* which will be released in 2019.

Russell Hobbs' kitchen appliances range from \$79.99-\$129.99 and are available now on Amazon and [Russellhobbs.com](http://Russellhobbs.com), with other retailers to be added in the coming months.

For more information, please visit [www.russellhobbs.com](http://www.russellhobbs.com)

*\*Based on GFK UK data November 2017*

### **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 warmth of a freshly ironed shirt, 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, a member of the Russell 1000 Index, is a global consumer products company offering a portfolio of leading brands providing excellent 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 \$5.01 billion in fiscal 2017. For more information, visit [www.spectrumbrands.com](http://www.spectrumbrands.com).



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