

Spectrum Brands

GloFish® Brand of Spectrum Brands Pet LLC Expands Fluorescent Fish Offerings in Canada

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BLACKSBURG, Va., Nov. 28, 2018 /PRNewswire/ -- GloFish® Brand of Spectrum Brands Pet LLC is introducing a full array of colors for the Tetra species of GloFish® fluorescent fish in major pet retailers and independent stores across Canada.



All six colors of the GloFish® Tetras — Starfire Red®, Cosmic Blue®, Electric Green®, Galactic Purple®, Sunburst Orange® and Moonrise Pink® — will now be available in Canada for consumers to experience vividly colored aquatic environments. In November 2017, GloFish® Electric Green® Tetras launched in Canada.

"Given the tremendous success they've had in the U.S., we're excited to finally introduce the complete line of GloFish Tetras to a market that has demanded them for years," said John Fox, Aquatics Division Vice President, Spectrum Brands – Pet Care Division. "GloFish® livestock capitalize on what fishkeepers want: relaxation, nostalgia, interactivity and beauty. When combined with the species' ease of care and the education we provide, GloFish brand offers consumers an unparalleled fishkeeping experience."

GloFish® livestock is a growing segment, boosting previously flat fish livestock sales across the industry. They were initially launched in the US, where they were reviewed by the FDA, and are now sold in more than 7,000 stores.

For distribution into Canada, GloFish Tetras in each color were reviewed by Environment and Climate Change Canada (ECCC) to ensure compliance with Canadian regulations. GloFish LLC plans to continue working with the ECCC to make additional lines of GloFish fluorescent fish available to Canadian consumers in the future.

About GloFish®

GloFish® fluorescent fish add an alluring array of brilliant colors to any aquarium. Neither injected with dye nor painted, GloFish® get their stunning color from a fluorescence gene and are best viewed under GloFish® lights. For more information, visit www.GloFish.com.

About Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings (NYSE: SPB), a member of the Russell 2000 Index, 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. For more information, visit www.spectrumbrands.com.

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