



Bringing Color to Life: GloFish® LLC Introduces New Betta Species to Family of Fluorescent Fish

February 3, 2020

Electric Green to be First Livestock Addition to Betta Portfolio

ST. LOUIS--(BUSINESS WIRE)--Feb. 3, 2020-- GloFish® LLC is welcoming a new species to its ever-expanding family of fluorescent fish with GloFish® Betta. The Electric Green® GloFish® Betta species is the first to debut within the betta category, introducing GloFish® to a new audience, and will be available alongside a unique array of kits, species-specific food, water care and décor.

GloFish® Bettas offer a unique addition to the world of betta fish. While nearly identical in behavior to traditional domesticated bettas, GloFish® Bettas produce a fluorescent protein that allows them to fluoresce under blue LED lights. And under white LED lights, their color is just as striking.

The Electric Green® GloFish® Betta livestock portfolio is comprised of:

- **Premium Male Betta** – Full-grown male betta with impressive fins
- **Standard Male Betta** – Young male with potential for fins to mature throughout its lifespan
- **Female Betta** – As colorful as GloFish® male bettas, females are less aggressive than their male counterparts and can be kept with other female bettas, GloFish® Tetras, Barbs, Danios and Sharks as well as other tropical fish.

“Over the last several years, we have seen the popularity of GloFish® grow, and we are thrilled to add to our livestock portfolio and introduce GloFish® Bettas to the market, bringing the brand to an entirely new audience,” said Eric Kenney, Vice President, Marketing & Product Development at Spectrum Brands Global Pet Care Division. “Aside from offering eye-catching color hues, with more to come down the road, GloFish® Bettas are easy to care for and fascinating to watch, making them an exciting addition to our portfolio.”

In addition to the livestock offerings, the brand is also introducing an assortment of products to elevate the aquatic experience, including 1.5 and 3 gallon Betta Aquarium Kits, Betta Flakes, Betta Water Conditioner and Betta Water Balance – with additional launches, including plants and other aquarium décor, later this year.

For more information on GloFish® products, visit www.glofish.com.

About GloFish®

GloFish® fluorescent fish are born brilliant! They get their natural, vibrant color from their parents and are not injected, painted or dyed. Enhanced by a full range of aquarium kits, lighting, décor and accessories, GloFish® products create a complete underwater fluorescent experience that appeals to all ages and levels of expertise. Learn more at www.glofish.com.

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, 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, and personal insect repellents. For more information, visit www.spectrumbrands.com.

Hi-Res Photos Available

View source version on businesswire.com: <https://www.businesswire.com/news/home/202002030005098/en/>

Source: Spectrum Brands Holdings, Inc.

Media:

Connie Caldwell, Communications/Creative Services
Spectrum Brands, Inc. – Global Pet Care Division
connie.caldwell@spectrumbrands.com | 314-683-2460

Public Relations – petteam@lippetaylor.com