



Plain Talk About the Three Insect Repellent Ingredients Mentioned in the CDC's Announcement Last Week

05/03/05

ST. LOUIS, May 3 /PRNewswire-FirstCall/ -- The Centers for Disease Control and Prevention (CDC), considered the authority on West Nile virus prevention information, last week delivered good news: consumers have more choices for protecting themselves from mosquitoes. In addition to DEET, consumers may now confidently select repellents featuring Picaridin (pronounced "pick-CARE-a- den") and oil of lemon eucalyptus.

The expanded list of repellent ingredients proven to be effective could prompt more consumers to apply repellents. While West Nile virus continues to spread, 40 percent of U.S. adults said that they did not take any precautions against mosquito bites last summer, according to a survey commissioned by the Harvard University School of Public Health.

On April 22, 2005, the CDC updated information regarding mosquito repellents on its Web site and explained that both DEET and Picaridin "have demonstrated a higher degree of efficacy in the peer-reviewed, scientific literature" and "typically provide longer-lasting protection than others." Regarding plant-based oil of lemon eucalyptus, the CDC wrote that recent scientific publications showed that oil of lemon eucalyptus provided protection similar to DEET. Spectrum Brands, which is the only U.S. manufacturer currently marketing all three types of repellents, wants consumers to understand their new options for effective protection.

DEET-based products offer effective insect protection in a wide variety of formulas, from 7% DEET products that provide two hours of protection to 100% DEET products that provide 10 hours of protection. DEET based products are also available in a variety of forms, including the popular wipes, which provide controlled application. DEET has been used in the U.S. for over 50 years, and continues to be a safe, effective option for consumers. Spectrum Brands markets DEET-based repellents in its Cutter and Repel brands of insect repellent.

Picaridin (pronounced "pick-CARE-a-den"), provides the long-lasting, effective protection consumers have come to expect from DEET in a formula that is more pleasant to use. Because it is odorless with a light, clean feel, Picaridin removes some of the reasons why consumers may be reluctant to apply mosquito repellent. Picaridin does not need to be washed off when returning indoors. Picaridin is a leading active ingredient in repellents sold in Europe and elsewhere. This spring marks its debut in the United States. It is currently available exclusively in Cutter Advanced(TM), which contains 7% Picaridin. (More information about Picaridin may be found at <http://www.picaridin.com> .)

Oil of Lemon Eucalyptus is the only plant-based active ingredient endorsed by the CDC. Derived from oil obtained from the leaves of the Eucalyptus citridora tree, this active ingredient naturally repels mosquitoes and deer ticks for up to six hours. Products made with this active ingredient are ideal for consumers who are looking for truly effective products made from naturally renewable resources. In the U.S., this active ingredient is available exclusively in Repel(R) Plant Based Lemon Eucalyptus Insect Repellent. Repel's Oil of Lemon Eucalyptus formulas are available in both pump spray and lotion forms and can be found in the sporting goods departments of Target and many other retailers.

About Spectrum Brands, Inc.

Spectrum Brands (NYSE: SPC)(formerly Rayovac Corporation, ROV:NYSE) is a global consumer products company and a leading supplier of batteries, lawn and garden care products, specialty pet supplies, shaving and grooming products, household insecticides, personal care products and portable lighting. Spectrum Brands' products are sold by the world's top 20 retailers and are available in over one million stores in 120 countries around the world. Headquartered in Atlanta, Georgia, Spectrum Brands generates approximately \$2.8 billion in annualized revenues and has approximately 10,000 employees worldwide. The company's stock trades on the New York Stock Exchange under the symbol SPC.

SOURCE Spectrum Brands, Inc.

-0-

05/03/2005

/CONTACT: Vicki Boutwell for Spectrum Brands, Inc., +1-314-982-9127,
boutwelv@fleishman.com /
/Web site: <http://www.picaridin.com> /
(SPC ROV)

CO: Spectrum Brands, Inc.; Centers for Disease Control and Prevention
ST: Missouri
IN: HEA HOU
SU:

SH-CM

-- CGTU058 --

2521 05/03/2005 11:36 EDT <http://www.prnewswire.com>