



Survey Shows Pest Concerns Rise Among Southern Homeowners in Wake of Hurricanes

April 4, 2006

Spectracide(R) offers consumers proven, effective do-it-yourself options to protect against termites and fire ants

ST. LOUIS, April 4 /PRNewswire/ -- In the wake of last year's hurricanes and flooding, more than 70 percent of Southern U.S. homeowners say they are as or more concerned with termite and fire ant infestation today than they were a year ago, according to a new survey of 1,500 homeowners. That spells a lot of angst among the 40 million U.S. residents living in areas infested by the imported red fire ant, not to mention the 80 percent of American homeowners who do nothing to protect their homes from termites.

"While it is early in the season, retail orders for fire ant and termite control products are up over last year at this time," said Jim Guard, marketing director, who manages Spectracide(R) termite and fire ant control products, which are offered by Spectrum Brands.

Consumers this spring have more options than ever in the battle against these pests that cause damage to both property and person. In fact, termite damage is estimated to cost U.S. homeowners more than \$1.5 billion a year and fire ants threaten public health -- their fiery bites inflict mild to severe pain on humans, pets, and livestock. Hiring a pest control company will be a popular option, but similar products are also available for do-it-yourselfers at home improvement and lawn and garden retailers.

Termite bait systems, which help monitor for the presence of termites, were washed out by flooding in many neighborhoods. Homeowners now can purchase Spectracide's Terminate(R) Termite Detection & Killing Stakes and place them around their homes to battle against termite infestation. An indicator pops up when the stake, filled with termite bait, is attacked by foraging subterranean termites, warning the homeowner of termite activity and alerting them to take additional action. The stakes utilize active ingredient TransFlur(R), an insecticide that kills the attacking "worker" termite.

Also new to stores this spring is a fire ant treatment with active ingredient Indoxacarb, previously available only through pest control agencies. Sold in stores as Spectracide Once & Done!(TM) Fire Ant Killer, the preventive and curative bait attracts the foraging worker ants, which then carry the granules back to the colony. Within 48 hours, the entire colony and the queen are dead, and the dual-action formula continues shielding the lawn from fire ant activity for up to four months.

Both products are safe to use around people and pets when used according to label directions.

Spectrum Brands, a leading manufacturer of consumer lawn and garden pesticides and household insecticides, commissioned a survey of more than 1,500 U.S. homeowners about their concerns regarding pests in late February. In addition to revealing the heightened concern about termites and fire ants across the South and Southeast, the survey found that:

-- One-quarter (24 percent) of those surveyed in the South said that termites are their No. 1 concern, compared to 16 percent for the rest of the country.

-- One-third (32 percent) of Southern homeowners surveyed remembered dealing with fire ant problems last year. Only mosquitoes were cited as a more common nuisance. -- The biggest concerns for homeowners in the South are that these pests threaten health and safety (39%) and can cause damage to home and property (32%).

"We know the experts are concerned about termite and fire ant activity because of the mild, wet winter," said Guard. "By offering these proven pest control technologies in do-it-yourself forms, we're providing new, affordable options for homeowners."

Beginning in 2006, Spectracide Once & Done! Fire Ant Killer will be available nationally at leading mass retailers, home and garden centers, and select grocery and drug stores; Spectracide Terminate Termite Detection & Killing Stakes will be available at leading home improvement centers. While Spectrum Brands does not set retail pricing, Spectracide Once & Done! Fire Ant Killer has a suggested retail price of \$19.99 for a 5lb. package, and the Spectracide Terminate kit has a suggested retail price of \$59.99.

For more information on Spectracide Terminate Termite Detection & Killing Stakes and Spectracide Once & Done! Fire Ant Killer, visit <http://www.spectracide.com>.

Spectracide Terminate Termite Detection & Killing Stakes are not recommended as sole protection against termites, and for active infestations get a professional inspection.

The Spectrum Brands survey of 1,552 adults age 18 and older was conducted by Opinion Research Corp. from Feb. 23 to 27, 2006, with a margin of error of +/- 3 percentage points.

Southern states noted above include Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, Oklahoma, North Carolina, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

About Spectrum Brands, Inc.

Spectrum Brands (NYSE: SPC) is a global consumer products company and a leading supplier of batteries, lawn and garden care products, specialty pet supplies, shaving, grooming and personal care products, household insecticides and portable lighting. Spectrum Brands' products are sold by the world's top 25 retailers and are available in more than 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.

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