



## **Brett Favre Signed on for New Challenge; Rayovac Taps Iconic Athlete to Appeal to Moms and Share the Truth about Batteries Through "Power Challenge" Campaign**

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MADISON, Wis.--(BUSINESS WIRE)--Aug. 23, 2006--Brett Favre, the three-time NFL MVP and iron-man, has signed a two-year deal as the personality behind Rayovac Batteries, one of the nation's top three battery brands, for its upcoming "Power Challenge" campaign. Acknowledging Favre's undisputed endurance and down-to-earth, likable persona, Rayovac will feature him in a series of TV and print ads and other communications geared towards reaching moms, who make the majority of battery purchase decisions.

"In choosing to support Rayovac Batteries, I feel I am lending a hand to American families in a small but significant way," said Brett Favre. "Rayovac lasts as long as the other top leading battery brands but cost less. This message of endurance and value is a perfect fit with my style of play on the field and my dedication to my family off the field."

Rayovac will begin using Favre in ads beginning this October and the company agrees that Favre will be a valuable member of the team.

"There is arguably no record in professional sports more impressive than Brett's streak of 221 consecutive games played," said Sean Martin, vice president, Rayovac Alkaline Batteries. "That unprecedented on-the-field performance and endurance, along with his deep dedication to and involvement with his own family, parallels the focus of our new 'Power Challenge' campaign. Our goal is to demonstrate to consumers that Rayovac batteries last as long as the other two leading brands, but deliver a greater overall value for the American family.

"Given the current energy crunch and reality of a gallon of gas costing more than \$3.00 per gallon, American families need to find value wherever they can. This campaign is about empowering moms and giving them the information and products they need to make the right decisions for their family."

As part of a consumer advocacy effort surrounding the campaign, many of the communications will also drive traffic to BatteryTruth.com, where moms and other interested consumers can learn more about ways to save their family money. On the site, consumers can find coupons and savings, enter to win batteries for life and interact with links to mom-friendly forums and Websites. The links give consumers a place to communicate with peers for advice and guidance on finding the best values for their family.

### About Spectrum Brands

Spectrum Brands 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 \$2.6 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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