



The Weather Channel and Rayovac Deliver Tips for Families to Prepare at Height of Storm Season

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Having the Proper Emergency Supplies and Considering Special Needs Top the List of Storm Preparedness Tips

ATLANTA – August 22, 2006 –Numerous reports in the media have revealed that, despite the disastrous effects of last year's hurricane season, a large number of people in vulnerable areas are still not prepared for the possibility of a hurricane striking in their communities this year. As the summer storm season peaks, The Weather Channel®, the hurricane authority, and Rayovac® Batteries, a leading provider of batteries and flashlights, are spreading the urgent message that preparation for weather disasters needs to happen now – residents must prepare in advance to the onslaught of a weather disaster.

Through a retail program featuring Rayovac products and a booklet with storm preparedness safety tips from The Weather Channel, consumers can arm themselves to be prepared during the worst of the hurricane season and also during other types of emergencies throughout the year.

"The advice we give to consumers is relatively simple," said Dr. Steve Lyons, hurricane expert for The Weather Channel. "In order to keep your family safe, be equally prepared. Everywhere. Every year. It only takes one storm to cause considerable damage and they typically occur without enough warning to take care of all the preparations."

"Most families have thought about getting their household ready for a natural disaster or weather emergency but haven't taken the time to actually prepare," said Sean Martin, vice president, Rayovac. "Products like Rayovac batteries and flashlights are sensible, value-conscious tools that can affordably help light a home and power other devices needed in an emergency like a battery-powered radio."

While hurricanes get the most attention due to their destructive nature, they are not the only weather threat during the summer months. Many other natural occurrences can put families at danger such as the heat waves, flooding and wildfires of this summer as well as tornadoes which can happen anytime throughout the year.

Because weather can strike anywhere at anytime, consumers need to act now to be prepared to keep their families safe. The Weather Channel and Rayovac offer the following tips:

- Make sure there is plenty of fresh drinking water. Three gallons per person in a food-grade container is recommended.
- Have a minimum of a three-day supply of non-perishable food that requires no refrigeration or preparation and little or no water. Dry cereal, canned fruits and juices, canned vegetables and peanut butter top the list.
- Have a family disaster plan ready with emergency numbers and the phone number of an out-of-town person to call in case the family gets separated.
- Make sure to have a supply of at least eight C or D alkaline batteries (check to see which your flashlights use) and 12 AA batteries, at least two working flashlights and a battery-operated radio. Do not include candles, which cause more fires after a disaster than anything else.
- Plan ahead for special needs of infants, the elderly, those who need medication or medical supplies and pets. Also, be sure to have a first aid kit at the ready.
- Try to keep some form of entertainment on hand for children, including board games, books and coloring supplies.

Additional tips and a full emergency checklist can be found at retail displays featuring The Weather Channel and Rayovac imagery and at www.rayovac.com.

About The Weather Channel The Weather Channel, a 24-hour weather network, is seen in more than 90 million U.S. households. Its Web site, weather.com, reaches more than 30 million unique users per month. Its content is generally ranked within the 15 most popular in the U.S. by Nielsen/Net Ratings. The Weather Channel also operates Weatherscan, a 24-hour, all-local weather network available in 23 million households, The Weather Channel Radio Network, The Weather Channel Newspaper Services, and is the leading weather information provider for emerging technologies. This includes broadband and interactive television applications, with wireless weather products accessible through high-speed Internet services, mobile phones and personal digital assistants. The Weather Channel is owned by Landmark Communications, Inc., a Norfolk, VA-based, privately held media company.

About Spectrum Brands, Inc. 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, with North America Headquarters located in Madison, Wisconsin, 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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